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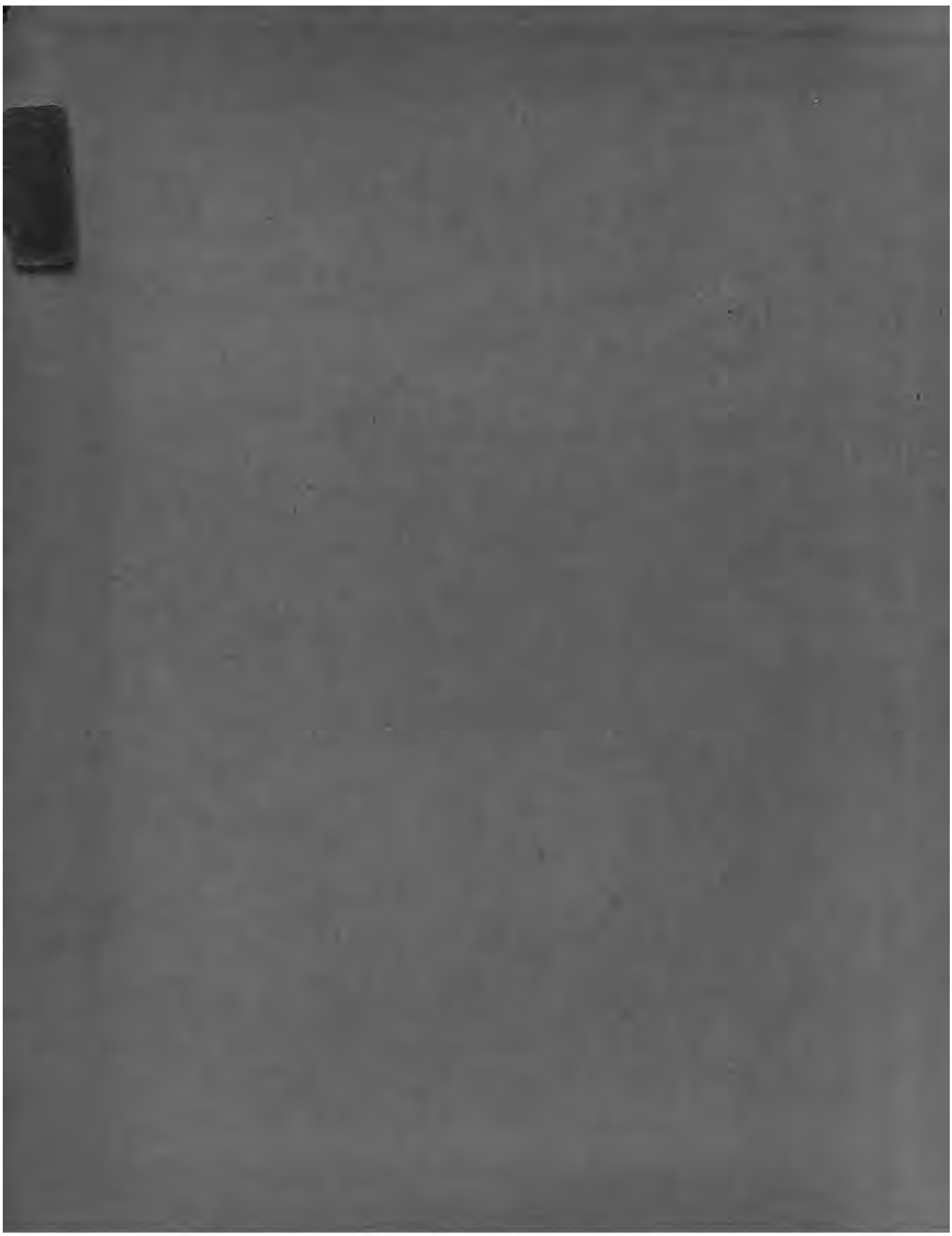

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Men's Wear

The Retailers' Newspaper

Vol. 29 MAY 11, 1910 No. 1

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BY
FAIRCHILD COMPANY

PRICE, 15 CENTS

TABLE OF CONTENTS PAGE 198

3 VLA

Better Tailoring at No Man's Command

You might pay $100 a suit and not get better style, better fit or better workmanship than is yours in Adler Rochester Clothes.

The reason is simple

We employ master designers—men who head their profession

Our style ideas are gathered from their *source*—in world famous fashion centers.

Our workmen are *custom tailors*—each one an *expert* in that detail for which he is employed.

Fit, with us, is an art—developed in our 40 years' study of every type of man.

And our clothes are made in America's finest tailoring institution—a shop with 1,001 windows, with vacuum cleaners and forced ventilation—where sunshine, health and happiness prevail.

Under such conditions, and at a making cost *four times* what some makers spend, we attain our ideals in clothes. And to save you the higher cost, we take but 6 per cent profit.

No man, however fastidious, could command greater excellence than those which characterize

ADLER-ROCHESTER-CLOTHES

Not should any man accept less than Adler Rochester quality when paying Adler Rochester prices. These range from $18 upwards. So if you want the most for your money—the very utmost in clothes—you will visit our local dealer

You'll probably find him among your leading merchants

Send For This Style Book

In actual colors, our style book's illustrations show what well dressed men will wear this season. It shows, too, fashion's most favored shades—Adler Rochester Grays and Blues

Also it brings you the address of your Adler Rochester dealer. It will pay you to inspect his stock. Learn, at first hand, what such clothes mean to you

Send a postal today asking for Style Book "C"

L. Adler, Bros. & Co., Rochester, N.Y.

The Truth About Clothes Is What Wins

The advertisement reproduced alongside tells only the truth about Adler-Rochester clothes. Many millions of people are reading these truths. And Adler-Rochester dealers' sales show that they're being proved daily.

Read the advertisement carefully. Its facts are interesting, arguments strong, you will admit.

But the most successful line in the whole ad is that which suggests that the reader visit the Adler-Rochester dealer.

ADLER-ROCHESTER-CLOTHES

For the clothes sell themselves better than the cleverest advertisement can sell them—better than the most convincing salesman could.

That's because they're the best clothes that can be made. Positively without a rival. No competition is possible.

The purpose, then, of each advertisement is solely to bring people to our dealers' stores. And, in this, all are succeeding magnificently.

If you would like to have a few ready-to-buy customers sent to *your* store—and your town should happen to be without an Adler-Rochester Agency—you had better write us today.

Sample garments, Swatches, etc., sent on request.

L. Adler, Bros. & Co.

ROCHESTER, N. Y.

Boston, Oak Hall Bldg.

Chicago 77 Jackson Blvd.

It Isn't What Your Grandfather Was, But What You Are That Really Counts

NEW YORK PUBLIC LIBRARY

It isn't so much the name on a suit of clothes as it is the clothes themselves that makes people talk.

Our name isn't a household word, we don't imagine it ever will be, but we can say this, that we are always sold up to our fullest capacity and if it isn't our name it must be our clothing that is responsible for it.

Such happens to be exactly the case.

Want to see what we are up to now?

Barron, Thompson & Anderson Co.

36 Otis Street BOSTON, MASSACHUSETTS

Patent applied for

United States and Canada

"Eureka Stan-lay"

Patent applied for

United States and Canada

Notice to the Trade

"Eureka Stan-lay" is our own Registered Trade Mark for our Convertible Collar 4-in-1 Overcoat and Raincoat.

To no concern or person whatsoever, in the United States or Canada, have we given permission or license to use the same.

Anyone using the above Trade Mark or the name **"Eureka Stan-lay"** will be prosecuted to the full extent of the law.

Heidelberg, Wolff & Co.

644-646 Broadway, New York

NEW YORK PUBLIC LIBRARY

When we say to you that The L SYSTEM Clothes for fall and winter, 1910-11, are not only superior to any ever manufactured in this establishment—and we have an envious record for making the best young men's garments—we are simply reiterating what hundreds of the best retail merchants throughout the United States and Canada have already said about them.

The progressive merchants of this country have come to realize that young men's clothes are patterned, modeled and designed correctly only when the physical requirements, the mental desires of young men are definitely known and properly followed.

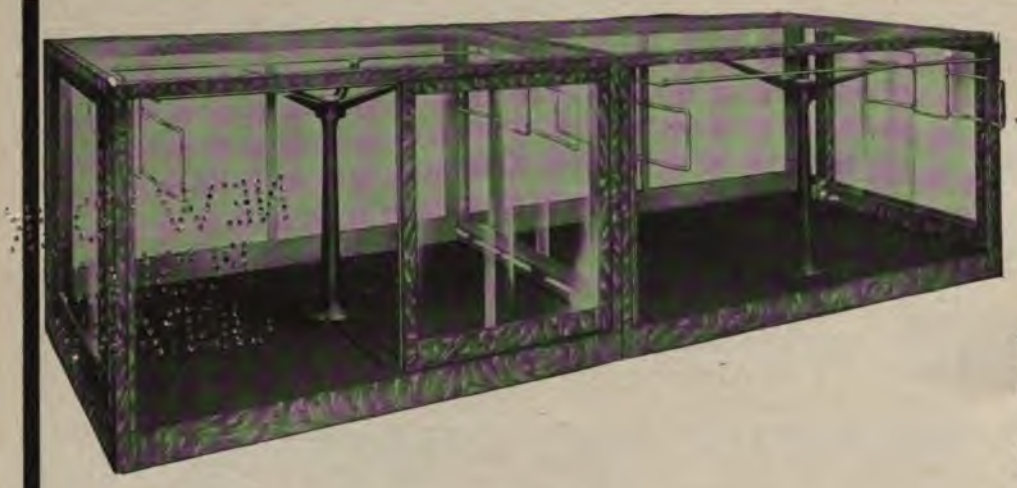
It is a significant fact that every merchant at last understands the importance of the establishment of an exclusive Young Men's Department in his store, in order that he may correctly serve his present customers and that such a department may be an incentive to increase trade.

Therefore, in your wisdom, we ask you to do yourself and your business the justice of inspecting The L SYSTEM Clothes for young men now being shown throughout the country by our representatives.

H. M. Lindenthal & Sons

Style Originators

Chicago Boston New York



ASK THE MERCHANT.

Beitman & Beitman, Muncie, Ind., say: "Your center cabinets work to perfection." Union Clothing Co., Columbus, Ohio, say: "It is a pleasure to sell goods from them." That tells the story.

If we could meet you face to face and show you the construction of The 1910 Twentieth Century Cabinet System, you would consider no other make.

Let us figure with you for one case or an outfit. Our immense factory enables us to make prompt shipments. Write for Catalog D-3.

Endorsed byEvery Merchant Who Uses Them.

READ THIS

KAUFMANN BROTHERS.

PITTSBURG.PA.January 12, 1910.

Grand Rapids Show Case Co.,
Grand Rapids, Mich.

Gentlemen:-

After having used for several months the TWENTIETH CENTURY REVOLVING CABINETS bought of you, it gives us much pleasure to state that they have given us entire satisfaction. We are so much pleased with them that we are enclosing you herewith an order for twelve (12) more sections, which we will thank you to ship not later than March 15th. We made this purchase after investigating other similar devices on the market, and, in our judgment, yours are all mechanically that you claim for them. This method of handling clothing is to us most satisfactory.

Very truly yours,
KAUFMANN BROTHERS.

MB-2.

AND THIS

THE CONTINENTAL CLOTHING HOUSE

Fond du Lac, Wis., April 29th, '10

Grand Rapids Show Case Co.,
Grand Rapids, Mich.

Gentlemen—Enclosed you will find a draft for $1,040 in payment for the clothing cases.

We are very much pleased with the cases. They are giving us splendid satisfaction, both mechanically and as a selling medium. It is the only way to handle clothing. If everything turns out as we expect with in the next three weeks, we shall give you an order for nine or twelve more of these cases to be installed in September.

you wish to refer any one to us as to the merits of your glass clothing cases, we will be glad to recommend them

ours ry truly,
Signe Mitchell Bros. Co.

GRAND RAPIDS SHOW CASE CO., Grand Rapids, Mich.

Branch Factory, Lutke Mfg. Co., Portland, Oregon

New York Office and Showroom, 724 Broadway
St. Louis Office and Showroom, 1329-1331 Washington Ave.
Under our own Management
San Francisco Office and Showroom, 693 Mission St.

THE LARGEST SHOW CASE PLANT IN THE WORLD

Society Brand Clothes

FOR YOUNG MEN

and Men Who Stay Young

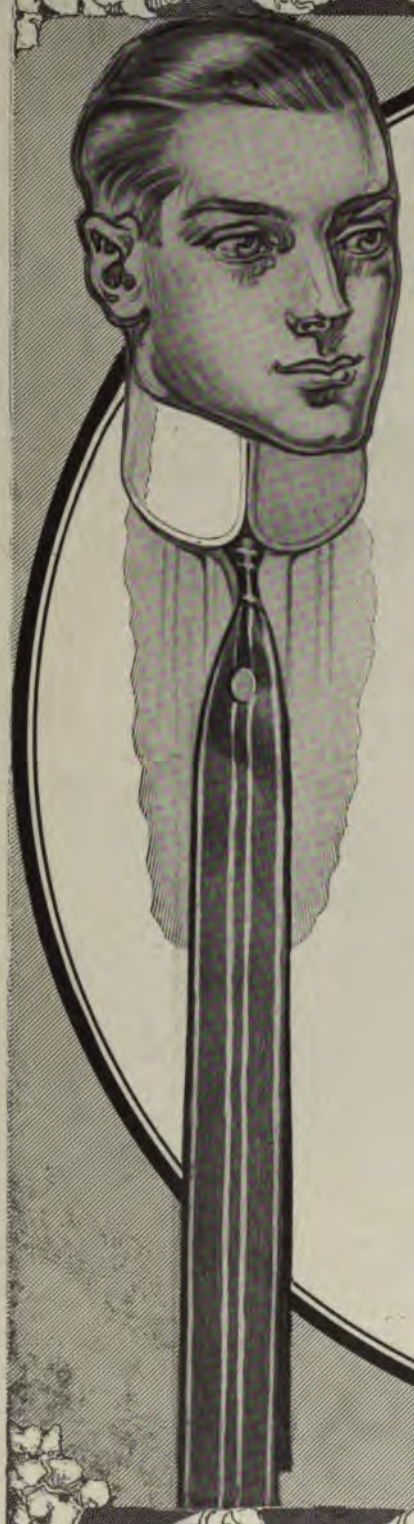
Our business is demonstrating that Young Men and Men Who Stay Young are buying their clothes at Young Men's stores through preference; they know that the place of business known as a Young Men's store must, of all stores, sell perfected style and tailoring.

Doesn't this behoove you to call your place of business The Young Men's Store?

Alfred Decker & Cohn

Chicago

LeMar Cravats



YOU pay *no more* for "LeMAR CRAVATS" than for *unadvertised* scarfs. You get *much more*—steady advertising that makes ready sales—a line with selling pressure in it *before* you put it on the counter.

In Tub Scarfs we have *always* been in the vanguard. This season we present *Rarities* and *Novelties* expressly loomed for us—*uncommon* fabrics and patterns for shops that spurn the *commonplace*. $2 the dozen.

In Knitted and Woven Tubular Scarfs—in Rumchundas and British Foulards—in Panel and Bordered Four-in-Hands we yoke value *extreme* with style *supreme*. $4.50 the dozen.

"Approval Selections" gladly shipped. *They seldom come back.* Let us ship one to *you* and you'll know *why*. Your copy of "THE WELL CRAVATTED MAN" is waiting for you. Send for it!

LEVY & MARCUS,

729 and 731 Broadway

NEW YORK

The Duplex

Convertible Collar Overcoat

THE most compelling novelty overcoat being displayed this season.

¶ An excellent example of what may be accomplished by an organization which understands the necessity of designing and developing exceptionally clever clothes.

¶ The "Duplex" is a combination of sprightly style, fascinating fabric and a collar effect, which for practicability and general attractiveness has not an equal.

Fabrics

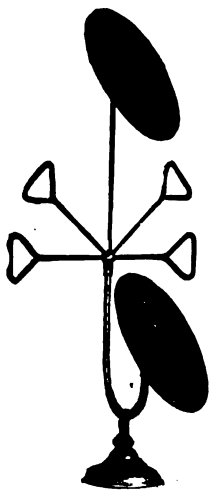
THE fabrics which form the basis for this delightful style are handsome grey, tan and brown weaves of uncommon pattern. You cannot appreciate the beauty of this model until you see it. Every critical clothier should ask to see it—should manipulate the collar for his own enlightenment.

Brandegee Kincaid & Co.

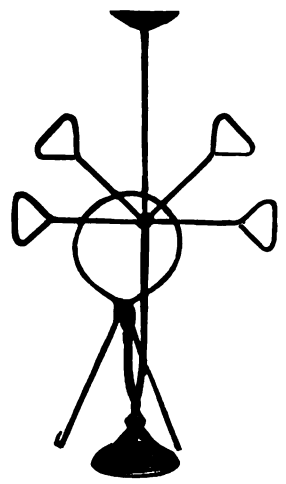
Makers of Modern Clothes

Tailor Shops at Utica, New York
New York Office, 32 Union Square
Chicago Office, 238 Franklin Street

Handsome Window Trims Are Effective Advertising



BUT they should be changed frequently like any ad. All advertising pays best when kept fresh, interesting, attractive. Our modern window trim fixtures make window trimming easy work. They cut down the expense, too, created by the time and labor of arranging display. With the use of our fixtures you can set goods off to best advantage in shortest possible time. The styles shown here are but a handful, so to speak, of our vast assortment. Get a copy of our "Store Equipment Library" and see what pretty patterns we have and how moderately they are priced.



HUGH LYONS & CO.

NEW YORK SALESROOM
686 Broadway

Lansing, Michigan

CHICAGO SALESROOM
236 Jackson Boulevard

ALL clothing men know that there's a certain percentage of trade that's "floating"; men who go to one store this season; another, next season; and a third next, and so on; dissatisfied with what they get, expecting to get it next time; usually not paying enough to get it.

The dealer in Hart Schaffner & Marx clothes has one great advantage in this matter over all others. He holds his trade pretty steadily; and when his share of this floating trade comes to him, if he can get these men into Hart Schaffner & Marx clothes, they usually "stick."

Not always; sometimes he cant get them to pay the price of our goods; and some men are never satisfied, no matter what you sell them.

But, as a rule, the merits of the goods hold them. And that's one explanation of the steady growth of any business that handles our line right.

Hart Schaffner & Marx

Good Clothes Makers

Chicago Boston New York

THE SCRIVEN UNDERWEAR

is

Easy and Comfortable, Perfect Fitting and Durable.

LOOK!

We will relieve you of your underwear trouble and annoyance.

HOW?

By supplying you with the *Scriven Underwear* which is made in a large variety of styles and fabrics, in all waist sizes from 28 to 50 inches and inseams from 28 to 36 inches.

We guarantee it will fit and please your customers

Order a small sample line and be convinced

IT WILL PAY YOU

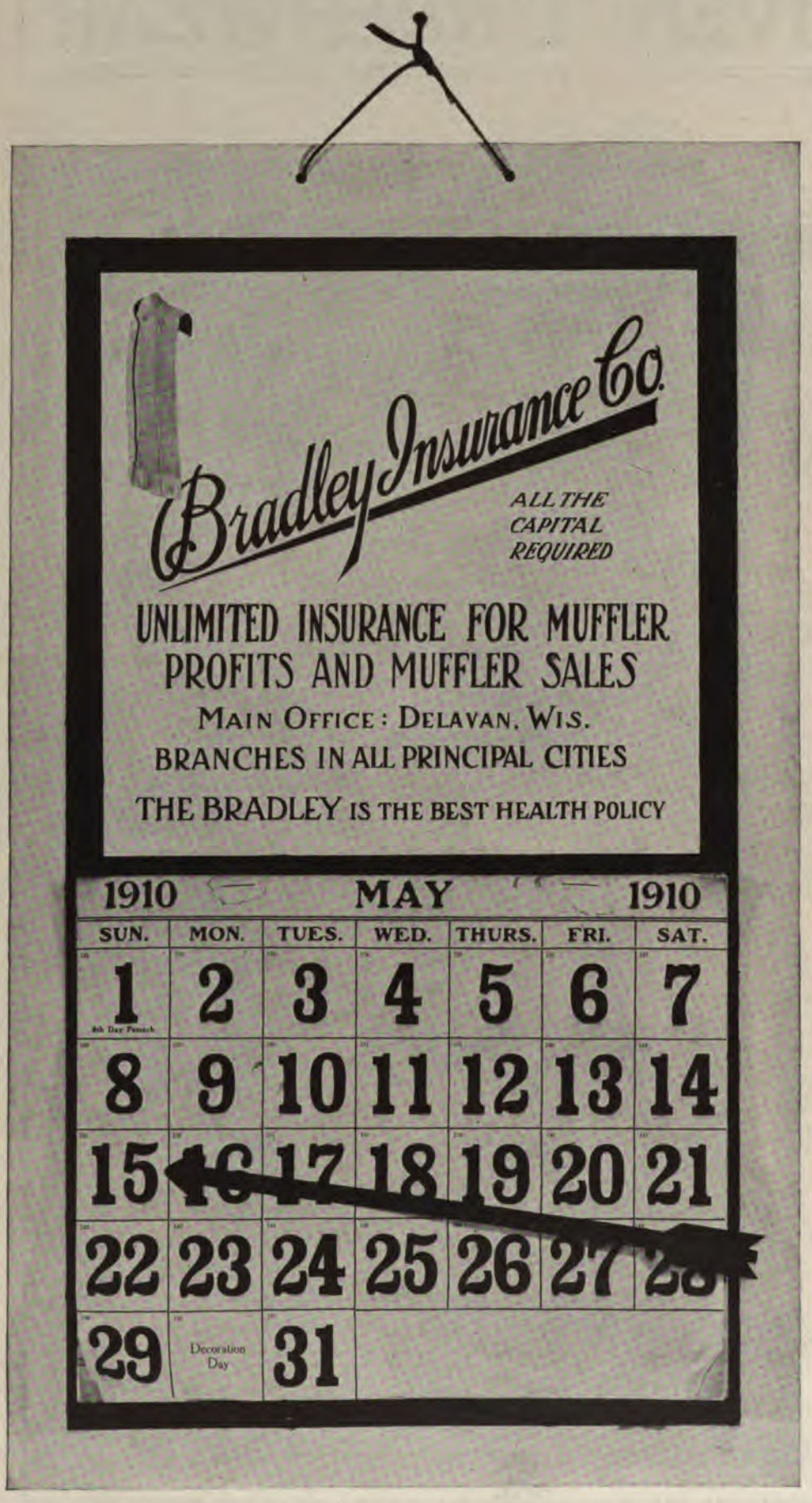
Our Illustrated Catalogue of Prices sent on request.

J. A. SCRIVEN COMPANY

SOLE MANUFACTURERS

16 and 18 East 15th Street **New York City, N. Y.**

bradley day is may 15th


Bradley Insurance Co.
ALL THE CAPITAL REQUIRED
UNLIMITED INSURANCE FOR MUFFLER PROFITS AND MUFFLER SALES
MAIN OFFICE: DELAVAN, WIS.
BRANCHES IN ALL PRINCIPAL CITIES
THE BRADLEY IS THE BEST HEALTH POLICY
1910 MAY 1910
SUN. MON. TUES. WED. THURS. FRI. SAT.
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 Decoration Day 31

on that day the bradley joker expires —and every merchant in america who has failed to book at least a part of his fall order on bradley full-fashioned v-neck mufflers loses the money-saving chance that exists to-day and until noon may 15th.

bradley day happens to fall on sunday, but bradley jr. will be at the postoffice with positive instructions to clear the bradley box sharp on the stroke of noon.

private and confidential

the total of orders booked to date for fall delivery exceeds our total sales for 1909—and this is a fact.

now isn't that going some? Isn't that a vote of confidence from the retail trade of the great u. s. a.—isn't that proof that bradley makes the mufflers that the people want?

we will double and possibly triple your bradley muffler sales next season, but we can't do it unless you speak for part of your fall supplies *now*.

the bradley policy

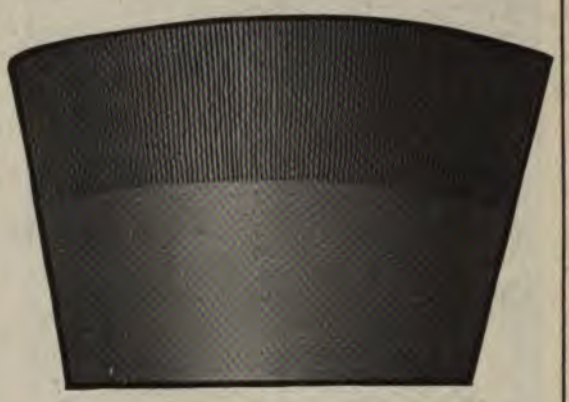
the best 50c-muffler for 50 cents—the best style—the exclusive full-fashioned bradley v-neck—the best quality, shape, size, color and fabric —the real live advertising policy that brings the demand to your store—we don't ask for or fill orders from the consumer. we refer them to our friend, the dealer.
now we are busy, very, very busy—won't you get busy, too?

bradley, delavan, wis.

bradley knit coats and auto scarfs are just aching for a chance to "show you"—speak up, you chaps from missouri.

EQUAL TO CUSTOM MADE
"Horse Shoe" Brand Clothes
Make Good
From *start* to *finish* "HORSE SHOE" BRAND CLOTHES make good *at every point.*
There's not a *turn* or *twist* that fashion decrees that's not shown in the "HORSE SHOE" line.
If you are preparing for a *long and steady run* of good trade, "HORSE SHOE" BRAND CLOTHES will help you.
Put them to the test.
Ask to have a salesman call.
DAVID MARKS & SONS
Makers of
"HORSE SHOE" Brand Clothes
687-689 Broadway - - New York
EQUAL TO CUSTOM MADE
"HORSE SHOE BRAND CLOTHES" MAKE GOOD
THE MARKS ADVERTISING COMPANY.

NO OTHER SOCKS WEAR LIKE



THOSE MADE WITH

All the good points common to high-grade hosiery, and, **in addition,** wearing qualities equalled by none.

Interwoven TOE AND HEEL

REG·U·S·PAT·OFF·

The only **strictly durable** THIN sock ever produced. No other hosiery has **toes** and **heels** made like Interwoven.

(Beware of fraudulent representations to the contrary.)

No other hosiery **wears** like this. Its reputation is world-wide. More than **a million** Interwoven socks sold **every month.** Backed by 50 years' experience in the manufacture of hosiery. Complete line in **all weights.** Silk-lisles and cashmeres, 25c and 50c quality.

Genuine Interwoven hosiery is made by **this Company only.** It is sold by us directly to the retailer **only** and it is never sold through any other channel or under any other name. No other manufacturer can or does make **toes** and **heels** like Interwoven. May we send you samples?

COPYRIGHT INTERWOVEN STOCKING CO.

Sole Manufacturers and Distributors

INTERWOVEN STOCKING COMPANY, NEW BRUNSWICK, N.J., U.S.A.

"EFF-EFF" FASHIONABLE CLOTHIER
The Fechheimer Fishel Co. Makers New York.

Blue Serge Suits

Ready for Immediate Delivery

COMPLETE size ranges of Summer Serges in plain and fancy blues—fine twilled, pure worsted, soft and silky—to retail at $18, $20, $25, $30, $35. They are **ready now,** and correct without corrections.

Order by telegraphic night letter at our expense. Goods will start next day.

Preach a vigorous doctrine of two summer suits and largely duplicate your early season sales. Most men will respond quickly to the logic of the desirability of alternate suits for summer.

Always Good, But Never So Good As Now
The Best-made Clothes In America

The "EFF-EFF" Fechheimer Fishel Company

746-748-750 Broadway, New York

"OLIVAUTO" and "FORESTRY CLOTH" are made only by the AMERICAN WOOLEN COMPANY. Both names are protected by copyright and any infringement of these rights will be opposed.

THE CAREFUL SPORTSMAN

Pays particular care to all the details of his appearance, for he realizes that even in the so called rough and ready surroundings of wood and stream it is always good form to be appropriately attired. If he's well posted he knows that he can combine all the advantages of comfort with an outward effect that will make his presence acceptable under conditions where his thoughtless brother would be at a distinct disadvantage.

"FORESTRY CLOTH"

and

"OLIVAUTO CLOTH"

THE IDEAL OUTDOOR FABRICS PROVIDE HIM WITH EXACTLY THE OPPORTUNITY HE DEMANDS

They are wool-dye, twill-weave mixtures of the very finest quality. They possess a tremendous amount of serviceability which fits them especially for sportsmen's use, and yet they have an elegance of finish that gives them an enhanced value to those who desire to maintain a faultless appearance under any and all conditions.

RIDING AND DRIVING CLOTHES, MOTORISTS' APPAREL, OUTING SUITS, NORFOLK JACKETS AND RAINCOATS ARE ONLY A FEW OF THE GARMENTS FOR WHICH THESE FABRICS ARE NOW BEING UTILIZED

They are wind and dustproof and shed water. For suitings we make up OLIVAUTO and FORESTRY CLOTH in hard-finished effects in 13½ and 14 ounce weights. For heavier garments the fabrics are in a rough-finished effect in 16, 18, 20 and 22 ounce weights.

The OLIVAUTO color is light brown. FORESTRY CLOTH is a beautiful shade of olive green.

OLIVAUTO CLOTH A.W.Co. REG. U.S. PAT. OFF.

For sample swatches of OLIVAUTO and FORESTRY CLOTH, write to our New York selling office, Dept. 4.

FORESTRY CLOTH A.W.Co. REG. U.S. PAT. OFF.

AMERICAN WOOLEN COMPANY

WM. M. WOOD, President

SELLING DEPARTMENT
126 Fifth Ave., New York

J. CLIFFORD WOODHULL, Selling Agent
FRANCIS R. MASTERS, Associate Selling Agent

Having enlarged our manufacturing, we are out for bigger business for fall.

To get it we have paid more for fall silks to sell at $4.50 than any other maker of $4.50 neckwear. We therefore guarantee incomparable values—dollar quality for fifty-cent retailing.

We are ready with the line. Will you prove our reliability?

Hano Cravat Company

1161 Broadway, at 27th Street

in New York

BIG FOUR SPECIALS

$2.25 per dozen and up

Acme

TRADE-MARK

SHIRTS Soft negligee, with and without collars. Staple cottons and flannels. $4.50 to $27.00 per dozen. Write us your wants today

TROUSERS Like cut. Our new peg-top effect, with 2 hip flap pockets. Khaki, Worsteds, Cassimeres, Fancy Outings, White Ducks, New Fustian Cloth shades in Corduroy. Retail, $1.00 to $5.00. Take the time to write us now.

SHEEP COATS

Messrs. Jobber and Dealer, we are making more and better coats than ever. Our plant has been doubled—busy the year round. Up-to-the-minute styles, coupled with honesty and durability, our strong point. Tailor stayed pockets. Write us today. Get in touch with these goods.

PLAY SUITS Wherever there are children there is a demand for "ACME" Play Suits. Every number a leader, with novelties that will sell like hot cakes. Write us today for prices, list and samples.

Our slogan for fifty years, Honest Make, Honest Fabrics, True to Measure, has brought us the trade that comes back for more. Are you one of them? Write us now.

Indian, Baseball, Cowboy and Other Two-Piece Suits

J. B. PEARSON CO., M'f'rs

65 Bedford St., P. O. Box 1491. BOSTON

W. S. PECK & CO.

The Peck Clothing

Made in Syracuse

FASHIONABLE CLOTHES

Why Peck Clothes Sell

MOST buyers prefer Peck Clothes, because most buyers know what's best for them and their trade.

THE best reason for the supremacy of Peck Clothes is the confidence and support of clothing buyers.

ALL of the large buyers say that our new models are beyond criticism. Orders received from salesmen indicate that the buyers believe what they say.

THE new line is attractive and the showing of Suits and Overcoats is large. There are twenty-five models. Every style is distinctive and individual. Every fabric is all wool.

AN additional factory, with increased facilities, larger methods and broader ideas, means prompt delivery and perfect service.

Our Salesmen Await the Word to Call with the Line

W. S. PECK & CO.

Syracuse, N. Y.

W. S. PECK & CO.

The Peck Clothing

Made in Syracuse

FASHIONABLE CLOTHES

Children's Clothing——

——The Effect of the Remedy

IN our first April announcement we dwelt upon the disease so often found in the Children's Department, now we take the liberty of reproducing letters from some of our many cured friends.

Schuster Bros.
Clothing, Hats, and Furnishings,
108 East Market Street

J. SCHUSTER
L. SCHUSTER

Louisville, Ky. April 26th, 1910.

Messrs. Sonneborn Bros.,
New York.

Gentlemen:-

Having handled your line now for the past six years, and as our business in that dept. has increased each season, we attribute same to handling your line.

We are now handling same exclusively and are pleased to state that we are well satisfied with it.

Yours very truly,

Schuster Bros.

Are you one of those merchants whose Children's Department is just dragging along? Without life—without hope? Why don't you call in the doctor—and the remedy?

PARIS
46 Rue De Paradis

W. V. SNYDER CO.
Dry Goods
BROAD AND CEDAR STS.

ESTABLISHED 1867

R. J. GORRIER, Pres't.
THEO. J. GERTH, Treas.

NEWARK, N. J., April 22, 1910.

Sonneborn Bros.,
588 Broadway,
New York,
N.Y.

Gentlemen:-

I was a little skeptical about handling your line, as we had been used to handling a higher price line, but when my order came in, and goods were displayed, I was more than pleased with the way they sold, will be in in a few days to place fall order.

Sincerely,

Cornelius Smith

DODGE & DAVIS
DEPARTMENT STORE
COMPANY.

SPARTA, WIS., April 15th, 1910.

SONNEBORN BROS.,
New York.

Gentlemen:-

In reply to your letter of recent date, will say, will be pleased to look at your line at the date mentioned in your letter. Your goods have been very satisfactory with us in every way, and have been good money makers for us.

Very respectfully yours,
Dodge & Davis Dept. Store Co.

Wm. J. Davis

BROAD RIVER BRAND CLOTHING for Young Men, Boys and Children

Write for a Line—today. No expense to you—but great relief.

SONNEBORN BROS.

584-590 Broadway **NEW YORK**

JACOB REED'S SONS, PHILADELPHIA

WE are wardrobe specialists. We make nothing but the "New Way" Crystal Wardrobe—*just* that and *all* that. We originated it, patented it and perfected it—our heart's *in* it and our mind's *on* it.

OUR experience and equipment have been steadfastly developed and perfected to make wardrobes better than any general manufacturer in America can make them. And —we ***do*** it.

THAT "New Way" Crystal Wardrobes stand the test is proven beyond a doubt by the number of merchants who have sent us their second, third and fourth orders.

CLEVER salesmanship may sell the first wardrobe, but it takes merit of product to bring "repeat" orders.

WE can send you a convincing list of orders—from the commanding merchants in the trade.

Among them:

Gassman Bros., Chicago
Woolf-Marden Co., Chicago
Ormsbee & Atkins, Marquette, Mich.
R. H. White Co., Boston, Mass.
John Wanamaker, Philadelphia
Sanger Bros., Texas, (two stores)
Gimbel Bros., New York City
The Pelletier Co., Sioux City, Ia.
Mullen & Bluett, Los Angeles
Mayer Israel & Co., New Orleans
Washer Bros., San Antonio
Victor Barth Co., Columbia, Mo

LOOK for the ***Big Hub,*** sturdy, honest materials and simple mechanism. That's the "NEW WAY" CRYSTAL WARDROBE.

Architectural Woodworking Company

Main Office and Factories: 3011-3029 Chestnut Street

PHILADELPHIA, PA.

New York Salesroom, - - - - - 738 Broadway
Chicago Salesroom, - - - - - 805 Medinah Building
Canada: Jones Bros. Co. - Toronto, Ottawa, Montreal, Winnipeg, Vancouver

The Peanut Vendor

The Peanut Merchant conducts his business on wheels. He pushes it about town, hoping to run into a street fight or a circus crowd.

He must share the demand for peanuts with any other merchant who may be inclined to shove his business in the same direction.

That's the condition which the peanut business imposes. Peanuts are peanuts.

Fortunately the Clothing Merchant can exercise his knowledge and judgment in the selection of his merchandise, since the good in a garment is not a hidden quantity.

We say fortunately. Let us add, for us as well as for the merchant.

Just how fortunate for us it is, let this indicate:

Within two years our plant has grown to three times its original size.

Within two years the merchants who began with us have increased their volume of business in Washington Garments from two to three times. All of which leads to this conclusion:

Washington Garments are the best ready-for-service garments made in this country, and uniformly made. The same standard governs the garments at the minimum and those at the maximum prices.

May we show you?

THE WASHINGTON COMPANY

High Grade Garments for Men and Young Men

10-20 ASTOR PLACE NEW YORK

A new member of the Barker family is the DOVER, a close-meeting square-cornered folder with the SLIPEASY BUTTONHOLE.

This is a style that is universally becoming and sure to be a good seller.

Ready for delivery.

WILLIAM BARKER CO., Makers

Troy, N. Y.

Salesrooms

New York Chicago Boston

ESTABLISHED 1860

Perrin Gloves For Men

ESTABLISHED 1860

GRENOBLE *PARIS*

MONTREAL *LONDON*

Trade Mark Registered

Famous the World Over

Leading Lines of Perrin

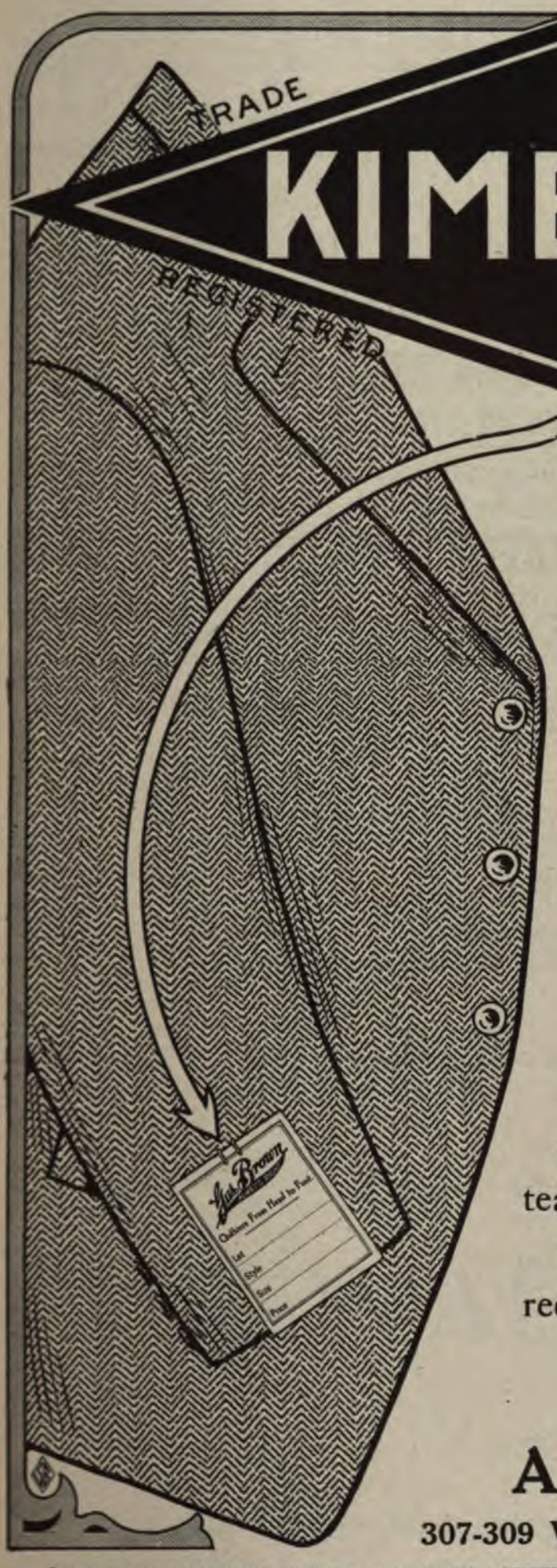
BEST PIQUÉ KID
BEST CHEVRETTE SUÈDE
BEST FESTON SUÈDE
CAPE SUÈDE PIQUÉ
PXM ELK TAN
PXM SIRDAR
PXM REDVERE
PIQUÉ GAULOIS GLACÉ
PIQUÉ BREDA GLACÉ
PIQUÉ CAPE GLACÉ
FESTON KID MONOPOLE
FESTON KID REGENCE

Retailing from Dollar-Fifty Upward

V. Perrin et Cie

33 Union Square, New York
Chicago Office: Republic Bldg.

Factories at Grenoble, Millau, La Mure, Creissels, } *FRANCE* *And at Gloversville, NEW YORK*



The Kimball Coat Ticket

FOR USE ON CLOTHING DISPLAYED IN CABINETS OR ON RACKS

It is the simplest way in the world to select the coat you want quickly.

It is the surest way to prevent error in arranging and selling your blacks and blues.

It offers the greatest possibilities for keeping a record of your stock —lot, size, etc.

It will not scratch your fixtures or tear your fabrics.

It is the one real, practical help not requiring a heavy investment.

Send for a Sample Today

A. KIMBALL CO.

307-309 West Broadway **New York City**

McCURRACH & SMITH are always making paths—they never stick their feet in another man's path.

ANOTHER NEW ONE—a triumph in Cravatiana. "Paon Coq Le Bleu."

WHAT IS IT?—well, let the other fellow guess.—It's a surprise for you—for the quick and smart buyer, that'll create a stampede for them among your customers a hundredfold more than did the Chantecler.

THE STAR IN THE "ROSTAND" CAST.

THE DOMINANT NUMBER in our galaxy of SMART cravats.

SILKS! WOVEN FOR US—for nobody else—soft and crushy—that "crunch" at the touch—that slip in the collar.

SHAPES? Designed for young fellows and old fellows with young taste and for the smart collars that fashion says "yes" to—Oh yes, and designed to win more fresh friends and customers for us—and for you.

COLOR? Ah, that's the surprise, but be on the tiptoe of expectancy—you'll know—our salesmen are on the way.

McCurrach & Smith

INCORPORATED

High-class Cravats

CHICAGO

It's A Sure Thing!!

That we can please you with our Boys' Suits.

Doesn't such confidence deserve investigation?

See what we show in Boys' Suits for you to retail at

$3.50, $4.00, $5.00, $6.00 and $7.50

PHIL. WALCOFF & CO.

MAKERS OF YOUTHS' AND BOYS' CLOTHES

632 and 634 Broadway, New York

ROELOFS HATS

ROELOF HAT

"SMILE"

"SMILE"

"SMILE"

"SMILE"

"SMILE"

"SMILE"

"SMILE"

"SMILE"

EVERY

ROELOFS (SMILE) DERBY

CONTAINS A

PRINTED GUARANTEE;

A broad, comprehensive agreement, in fact, that saves merchants from loss or arguments with their customers.

There Are No "Ifs" or "Buts" About It

It is a plain unequivocal statement that we will "make good" to YOUR customer for any unsatisfactory hat.

WE DARE TO DO THIS

because our product has reached such a high state of perfection.

Of course, Roelofs WORLD RENOWNED STYLES are incorporated with this guarantee.

Let Us Send You a Sample Line at Our Expense.

ADDRESS "Roelofs" (and smile)

CHICAGO OFFICE: 612 Republic Bldg.
NEW YORK OFFICE: 781 Broadway.

Phila. Pa.

THE NIPSON "STUBS"

NATURE DIDN'T MAKE **ALL MEN SIX-FOOTERS.** CLOTHES FOR **YOUNG MEN** FOLLOW **ATHLETIC** OR THE **SO-CALLED COLLEGE MODELS.** THE YOUNG MAN OF **FIVE FEET SIX** AND **LESS** NATURALLY WANTS TO FOLLOW THE MODE, BUT IN THE CLOTHES **GENERALLY FURNISHED,** THE **SHORT, YOUNG CHAP** LOOKS LIKE A

CLOWN IN A BAG

WHY? BECAUSE THE SUIT HE GETS IS A **SIX-FOOT SUIT SAWED OFF.** THAT'S ALL. **ALWAYS AHEAD OF THE REST**—THE MAKERS OF

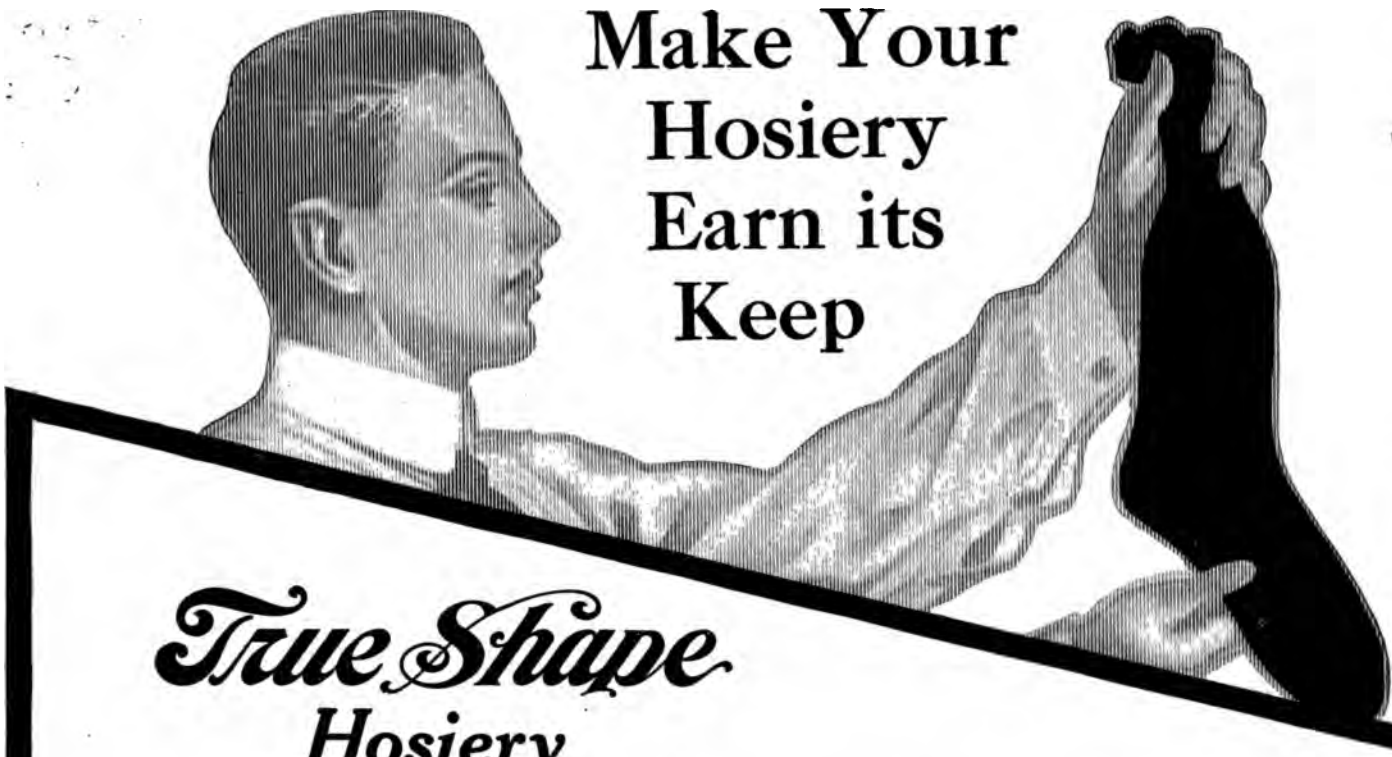
NIPSON SYSTEM CLOTHES

HAVE DESIGNED SETS OF **"STUB" MODELS** WHICH FOLLOW IN **EVERY LINE** THE FAMOUS **NIPSON** DESIGNS. EVERY RETAILER WOULD DO WELL TO SEE OUR SAMPLES NOW **"ON THE ROAD."** A CARD TO THE HOME OF **NIPSON** WILL BRING OUR MAN TO YOUR STORE.

SHORT OR TALL LOOK RIGHT IN NIPSON

THE NIPSON SYSTEM

628 BROADWAY **NEW YORK**



Make Your Hosiery Earn its Keep

True Shape Hosiery

will change your hosiery department from an appendix to a hustling, money earning department that will earn its per cent of rent and light and tuck away a snug profit for you every week.

True Shape Hosiery solves the sock problem as nothing ever has before. The shape conforms exactly to arch, instep, ankle and calf. Quadruple, twisted threads make durable heels and toes. All fashionable shades, soft finish and luxurious sheen, fast colors, seamless. This is our side of it. For you there's a steady increase of steady trade--for men seldom "shop". Where they're pleased they stick. True Shape Hosiery brings its own good profits—and besides, hosiery that can please your trade will help every line you carry from collar buttons to house coats.

We sell direct to dealers only. May we send you a trial order for examination and quote you prices? If these goods and prices do not convince you that True Shape Hosiery is the best "buy" for your reputation as a reliable dealer, and for your own profit, send them back at our expense; samples cheerfully sent on request.

Manufactured and sold only by

TRUE SHAPE HOSIERY CO.,
Bristol St., West of Germantown Ave.,
PHILADELPHIA, PA.

TRUE SHAPE TRADE MARK REG.

Sterling
BENCH TAILORED CLOTHES

THE BIG STERLING line for Fall is breaking all records! Nothing like it in sales since 1852! Individuality in style, perfect fit and highest standard of workmanship are emphasized *more strongly than ever*—so say dealers who have seen our new Fall line.

A Sterling Spring Winner

The nifty young fellow who demands novelty, as well as the more conservative dresser will find just what *he* likes in STERLING Styles. Our Representatives are showing

Many Novelties in Suits and Overcoats

STERLING Convertible Raincoats and Overcoats fit in collar and shoulder and are to be had in *all* styles and qualities.

It is worth *any* dealer's while to wait and see the big STERLING line of CLASSY CLOTHES—clothes that *satisfy* a customer and *keep* him satisfied.

A Word by Wire or Letter Will Bring a Representative.

MAYER, SCHEUER, OFFNER & CO.

Established 1852 **Cincinnati, Ohio**

STORE EQUIPMENT

For Clothiers is no longer a problem, with WELCH CLOTHING CABINETS

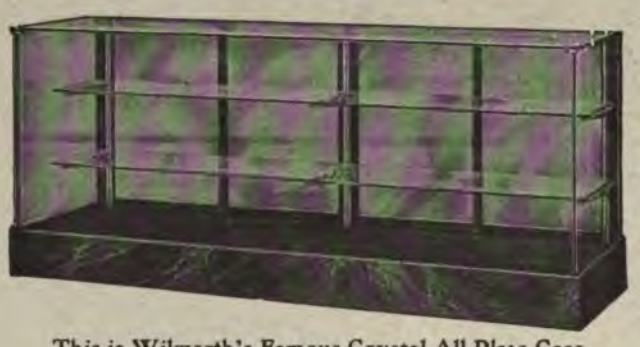
Illustrating a row of sectional Double Deck Cabinets for suits, Single Deck for Overcoats, Mirror Alcove and disappearing hat fixture.

Write for the experience and testimony of hundreds of Welch Cabinet users.

To see will mean to convince you that our Clothing Cabinets excel in Durability, Construction and Finish.

We design and execute complete store outfits, from shelving to show cases.

Send for Clothing Cabinet Catalogue C-1910



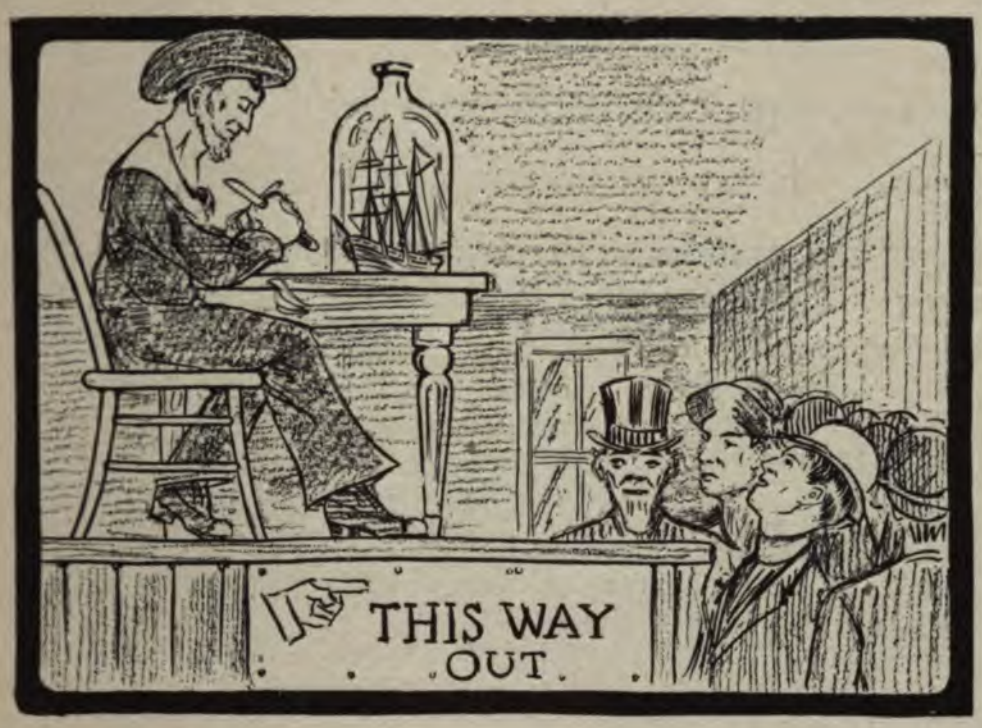
Send for Show Case Catalogue S-1910

This is Wilmarth's Famous Crystal All-Plate Case

WELCH MANUFACTURING CO.

GRAND RAPIDS, MICH.

The Better Make of Clothing Cabinets



Misspent Ability

Usually under the tent marked "side-show," you will find the man dressed in sailor togs, the ship and the bottle—symbols of infinite patience, misdirected energy and misspent ability.

For the small consideration of a dime, you are permitted to see the man who, with the aid of his jack-knife, wrought a ship that cannot even serve as a toy, and destroyed the usefulness of a bottle.

So it is with some men who make clothing for men.

They take a good, honest fabric and destroy its usefulness by making a garment in proportions that are distortions, with "gingerbread" innovations that serve no good nor purpose and, the cardinal sin, make the cost of production out of all proportion to the value.

Hackett-Carhart Garments

for Men, Young Men and Boys

are designed and tailored with a high standard to guide the production. It does not admit of liberties, idiosyncrasies nor absurdities.

No. Hackett-Carhart garments are practical and earn the interest of the practical merchant.

Hackett Carhart & Co

Make Head-and-Hand Tailored Clothing for Men, Young Men and Boys

841 Broadway, New York

From the Saturday Evening Mail

April 30, 1910

FRANKEL SYSTEM CLOTHES

There are cardinal principles of business that must be observed if the business is to grow greater every year.

In our business these principles are seven—each principle representing a brother, and we define them, as we understand them, as follows:

1. Manufacturing an article that represents every particle of value claimed for it.

2. Guaranteeing its value and stability to your customer.

3. Making good the guarantee if the service does not come up to expectations.

4. Maintaining an organization of workers who are well paid, and who work for us because they like to do so and because they believe in us.

5. Constantly striving to improve the manufactured article and making every effort to put more value in it rather than less.

6. Selling all at the same price—playing no favorites, as fluctuating prices represent fluctuating principles.

7. Giving a dollar's worth for a dollar.

The seven brothers engaged in this business, collectively and severally, try to observe these seven principles, and the result is that on a capitalization of $800, less than seven years ago, has grown a business that this year will touch nearly two millions of dollars.

FRANKEL SYSTEM CLOTHES are made to give good service to the great majority of men—men who want to dress well at a reasonable cost.

Every retailer through whom is sold FRANKEL SYSTEM CLOTHES is authorized by us to say to his customers, "We guarantee this suit, and if, at the end of six months, it does not prove satisfactory, bring it back and we will give you another suit."

It takes courage to sell merchandise under such a guarantee, but the "comebacks" are so few—they represent such an infinitesimal part of our business—that the FRANKEL SYSTEM CLOTHES must be as nearly perfect as human brains and hands can make them.

Our business is growing in keeping with the growth of information about FRANKEL SYSTEM CLOTHES. As information spreads about them, so does greater trade come to us.

People never tire of hearing about good merchandise—the kind that keeps faith with its wearers.

FRANKEL BROTHERS
FRANKEL SYSTEM CLOTHES
122 Fifth Avenue, New York City

Frankel Brothers

Fifth Avenue New York

Thousands of Likely Lads Like This
Wear "Frat" Clothes
Because They Are Fashionable and Fit

Short Talks on the Season's Best Sellers

There's a big demand now for Summer-Weather-proof Slip-on Coats for immediate delivery. We have them ready — $6.00 to $18.00. Write or wire for coats or swatches.

Men's Mohair and Linen Dusters are the next things you will need, and you'll find them ready sale for the next three months if you have them in stock.

We make Dusters in a wide variety of materials, from $9.50 a dozen to $15.00 each. Ready to ship now. Send for catalog and swatches.

C. KENYON COMPANY

Wholesale Salesrooms

23 Union Square - - - - New York
200 Jackson Blvd. - - - - Chicago
611 Washington St. - - - - - Boston
132 Sansome St. - - - - San Francisco

Stronger Than Ever

is the way orders for next fall are coming in on

Character Clothes

J. Cohen Sons & Co MAKERS, N.Y.

This is pretty good proof of the correctness of our claim that "Character Clothes" are $2 to $3 per garment cheaper than is charged for similar quality and style elsewhere

On our

Presto and Chango Overcoats

we are booking tremendous orders. Doubtless this is due to the confidence resulting from the entirely satisfactory manner in which we (one of only a few) turned out this style of garment.

Our past experience in successfully overcoming the difficulties in making these garments in a manner that is a credit to the originator and a delight to the wearer, puts us in a position to state that our output of these styles for Fall and Winter will be

The Best Fitting on the Market

"Character clothes" placed in any stock will win out over all competition.

Now is the time to write for a salesman or samples to be expressed prepaid.

JACOB COHEN, SONS & CO.

Our Claim for the superior merit of "Character Clothes" rests upon the fact that they are made in our own modern plant on the premises, under personal supervision.

High-Grade Clothes at Popular Prices

The Factory Behind the Garments

35-37-39 Bond St., New York

ISSUED BY AUTHORITY OF UNITED GARMENT WORKERS OF AMERICA GENERAL EXECUTIVE BOARD 1891 UNION MADE 7041144

What You Expect

THERE ***must*** be a line of clothes that will meet your ideas, and please your trade.

Every dealer has his ***own*** standards. If ***yours*** are very high, if you have determined notions about quality and style and fabric and ***price***—

Then—we should have little trouble getting your orders for

Our Smart Clothes for Men and Young Men, and Our London Raincoats with Presto Collars

Certainly, we cannot conceive of a more worthy line. These garments are as perfect as modern methods and advanced ideas can make them.

They are offered to the trade with the assurance that you cannot hope to do better—else we would show them ***ourselves.***

Salesman is Waiting
Price Range $12.00 to $25.00 at Retail

L. Black Co.

ROCHESTER, - NEW YORK

QUALITY PRODUCED BY THE
HAND TAILORING OF PURE WOOL
AND WORSTED FABRICS

FAULTLESS FIT

CORRECT STYLE

THE ONLY LINE OF CLOTHING IN THE UNITED STATES SOLD AT

MEDIUM PRICES

THAT SURROUNDS ITSELF WITH THE FEATURES OF THE HIGHER PRICED LINES.

$8.50 TO $17.50

Lines for Fall and Winter 1910-1911 now showing. We are interested in showing those who are interested in looking. A Salesman awaits your command.

HERMAN WILE & CO.
BUFFALO, N.Y.

NEW YORK 817-819 Broadway
SEATTLE 410 Pacific Block
MINNEAPOLIS 512 Boston Block

CHICAGO—501 Medinah Building

Bennett, Hollander & Lewis
Pittsburg, Pa.

That One Great Line of Cassimere and Worsted Trousers

STAG TROUSERS are High Grade and Union Made—the product of the cleanest factory in America.

THIS line has been the first choice of the wise trade for over twenty years, reordering season after season.

THE Stag Line is made from start to finish under our own roof. Hence, it is more uniform, more sanitary, and better value throughout than garments made under the "contract" system.

Stag Trousers
Union Made

This Cut Shows

the inner side of Stag Trousers—note the straight lines, neat waist lining, the absence of frazzles and general neatness of finish.

FINALLY, Stag Trousers are well advertised—they are Union Made—they are always delivered exactly as sold—and they are guaranteed not to rip, or a new pair ***free.***

Shown in over 500 Styles from $1.00 to $4.00. Ask for Salesman or Samples. Express paid.

ADVERTISING will unquestionably induce the consumer to investigate the merits of an advertised article. Then, if the article itself will stand the most severe investigation, is it not reasonable to conclude that a sale will result?

While "Sampeck Clothes" for boys would enjoy a healthy sale without our national magazine advertising, all of their high class features are made known to the public through this advertising.

The clever styling and specialized tailoring in "Sampeck Clothes" for boys, plus vigorous advertising, has created a demand which sooner or later is certain to be felt by good clothiers.

Send a letter in to-day's mail telling us you are interested in learning more about boys' clothes which have stood the test for 33 years. WE WILL HAVE OUR SALESMAN CALL.

Samuel W. Peck & Co., New York

"Sampeck Clothes"

The New Arrow Collar

FOR SUMMER

is an ectype of a popular London Model. Showing above the coat collar in the back, it is low enough in front to assure comfort, and yet that smart appearance inseparable from a collar of some height is preserved. It meets at the top in front, and while it sits up close and snug to the neck, there is ample room for the cravat to slide in and be tied in.

Made in two ways { **CONCORD—an Ara-Notch** / **EVANSTON—with the Buttonhole** — *$1.10 a dozen*

CLUETT, PEABODY & COMPANY, *Makers*

Baltimore, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Denver, Kansas City, Los Angeles, Minneapolis, New Orleans, New York, Philadelphia, Pittsburg, San Francisco, Seattle, St. Louis, Troy

Ohio
VALLEY
EXPOSITION
AUG. 29TH TO SEP. 24.

BLUE RIBBON
the F·K·Co

WERE GOING
TO EXHIBIT
"BLUE
RIBBONS"

BLUE RIBBON

$15, $20 and $25 suits and overcoats are plentiful. Just because this is so, sellers of "BLUE RIBBONS" will be able to emphasize their apparel leadership.

Let our representative show you the Fall and Winter lines (Presto coats included). Then you will know how and why you can give better values and more choice at $15, $20 and $25 than "the other fellow."

And make a profit worth while.

FECHHEIMER-KIEFER CO.
CINCINNATI

BLUE RIBBON BLUE RIBBON BLUE RIBBON

HOLD THE REINS OVER THE BEST TRADE

"WENER MAKE——WENER PRICES"

J. Wener & Co.

708 Broadway, New York

Boston—18 Boylston St. W. W. Jeffrey

St. Louis—402 Columbia Theatre Bldg Max Sandperl

Chicago—807 Medinah Building
A. L. Laib J. G. Blesch
L. G. Longini Jos. Reichman

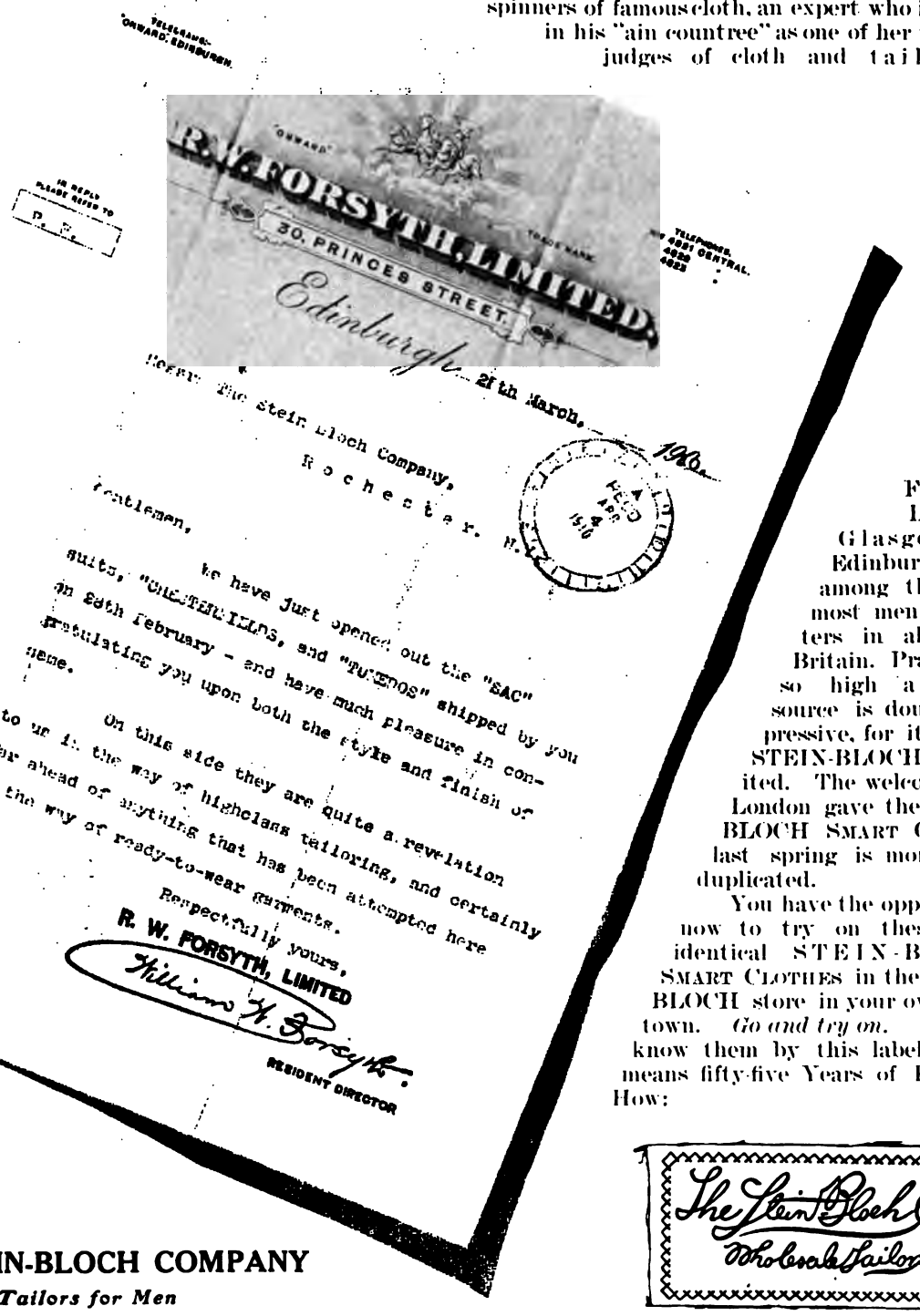
A postcard will bring samples galloping to you.

THIS advertisement was printed in the Saturday Evening Post of April 30th. It has aroused great interest on both sides of the Atlantic. Such advertising as this points the way clear to the clothing dealers of America who know the value of hitching up with progress.

Scotland Sends Her Compliments

to Stein-Bloch in America

As Americans proud of your country's advance upon the markets of the world, you will read this letter with satisfaction. It was written by a representative of the land of the spinners of famous cloth, an expert who is known in his "ain countree" as one of her foremost judges of cloth and tailoring:


R. W. FORSYTH, LIMITED
30, PRINCES STREET.
Edinburgh
21th March,
Messrs. The Stein Bloch Company,
Rochester.
Gentlemen,
We have just opened out the "SAC" suits, "ULSTERETTES, and "TUXEDOS" shipped by you on 28th February - and have much pleasure in congratulating you upon both the style and finish of same.
On this side they are quite a revelation to us. In the way of Highlans tailoring, and certainly far ahead of anything that has been attempted here in the way of ready-to-wear garments.
Respectfully yours,
R. W. FORSYTH, LIMITED
William H. Forsyth.
RESIDENT DIRECTOR

Messrs. R. W. FORSYTH, Limited, Glasgow and Edinburgh, are among the foremost men's outfitters in all Great Britain. Praise from so high a native source is doubly impressive, for it came to STEIN-BLOCH unsolicited. The welcome that London gave the STEIN-BLOCH SMART CLOTHES last spring is more than duplicated.

You have the opportunity now to try on these same identical STEIN-BLOCH SMART CLOTHES in the STEIN-BLOCH store in your own home town. *Go and try on.* You will know them by this label, which means fifty-five Years of Knowing How:

The Stein-Bloch Co.
Wholesale Tailors

Write for "SMARTNESS," the book of photographed style. A post card brings it.

THE STEIN-BLOCH COMPANY

Tailors for Men

NEW YORK: Fifth Avenue Building

OFFICES AND SHOPS: Rochester, N. Y. **CHICAGO: 1422 Republic Building**

Trade E. & W. Mark.

AND

RED-MAN

BRAND

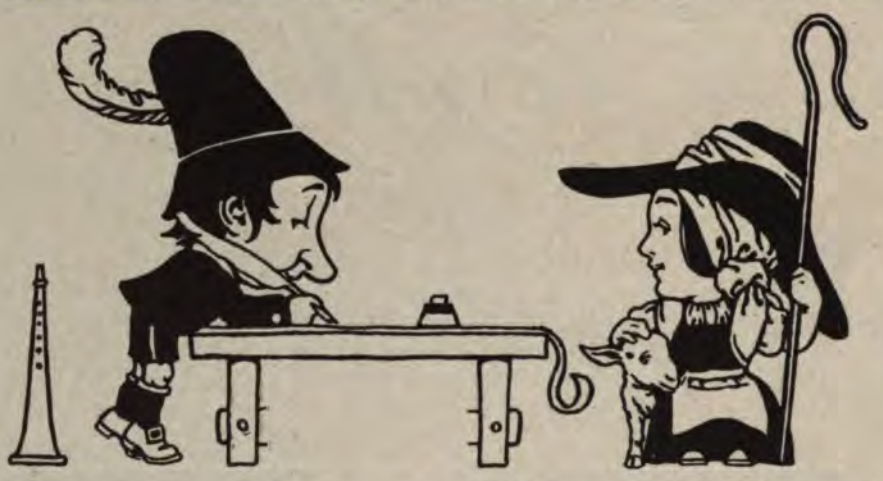
COLLARS

FACTORY
WORKING
DAY AND NIGHT
To keep up with the demand

Earl & Wilson

Makers

NEW YORK TROY CHICAGO BOSTON



ALL WOOL FABRICS are the only fabrics that can be used to advantage in making high grade clothing.

The Moore Guarantee

The best tailors can do their best work only when the cloth is pure wool.

When you sell ready-made clothing made of "Moore" All Wool Cloths you know that the material is the best obtainable.

You also have our guarantee that the garment will give satisfactory service to the wearer.

ALL WOOL MOORE

DESIGN PATENT APPLIED FOR—REG. U.S. PAT. OFF.

NEW YORK—876-878 Broadway at 18th St.
CHICAGO—209 Market St.
Telephone Harrison 2563.

E. B. MOORE & Co
Distributors of Textiles.

Samuel Rosenthal's Rochester Special

Our Men are Circling The Country

IT'S high time you knew this *high-class, low-cost* line. Its high time you knew how *Organization* can knock "the high spots" off high prices—how "Rochester *Specialization*" can make your sales-pot *bubble* and your profits *double*.

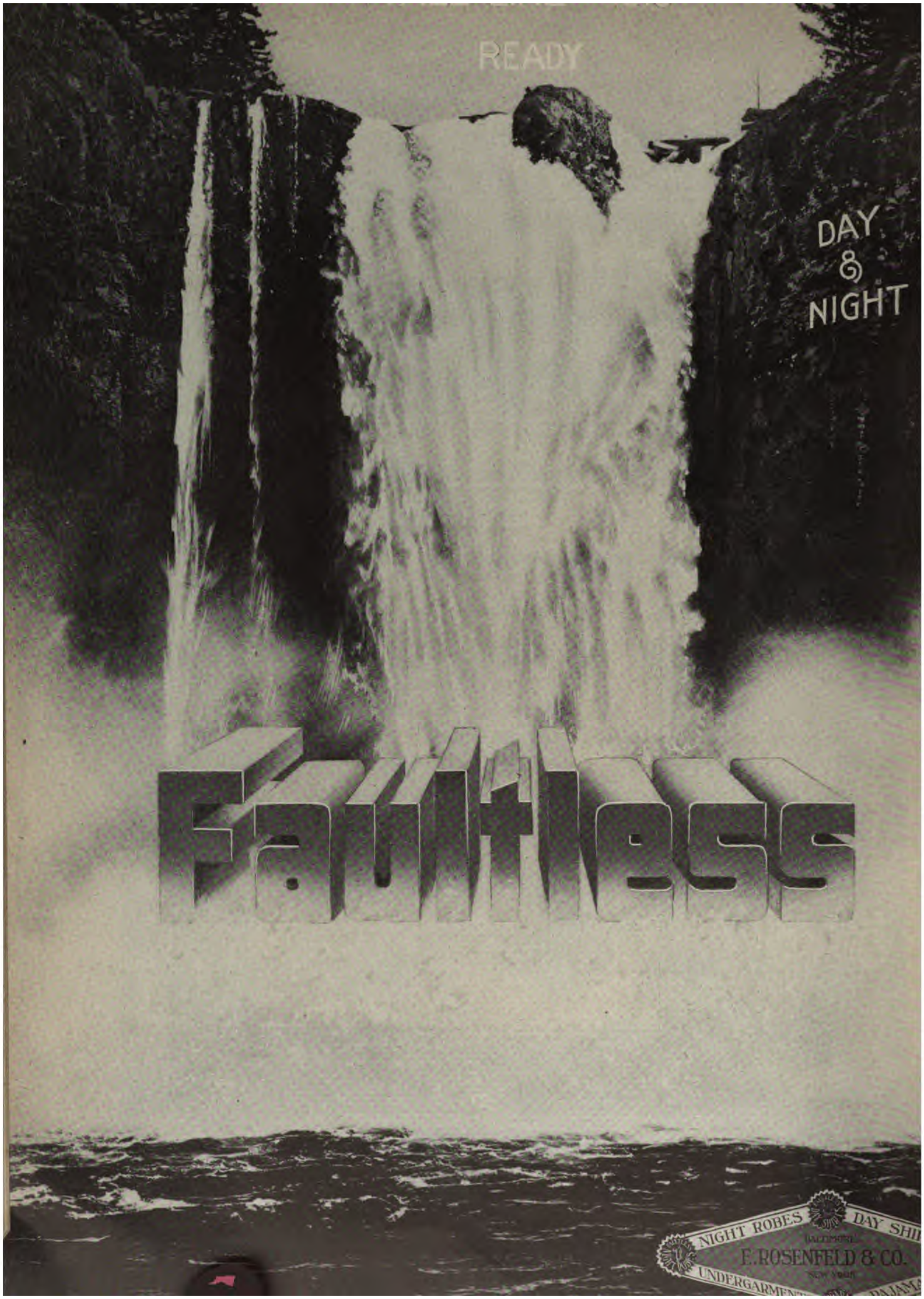
Samuel Rosenthal's
"Rochester Special"
Men's Suits and Overcoats
$10.00 to $15.00
for Fall and Winter

have a "*five-dollar plus*" air—are worthy companions for your *costliest* garments—are tailored in *New York*, the home and hub of fashion.

A postcard costs so *little* and will bring you so *much*. Scratch it off *to-day*. Take opportunity by the *forelock*. Drop us a line and our salesman is subject to your call.

Executive Offices and Salesrooms

92-96 Bleecker Street
New York


READY
DAY
&
NIGHT
Faultless
NIGHT ROBES
DAY SHI
F. ROSENFELD & CO.
UNDERGARMEN
PAJAMA

PUBLIC LIBRARY
428882
ASTOR, LENOX AND
TILDEN FOUNDATIONS

Vol. 29

MEN'S WEAR

No. 1

Subscription $2 per year.
Foreign Subscription, $3.
Canada Subscription, $3.
Single Copies, 15 cents.

Lees Building, Chicago 42 E. 21st St., New York

MAY 11, 1910

Published on the first and third Wednesday after the first Saturday of each month.

Entered as second-class matter at the post office at Chicago, Illinois, under act of March 3, 1879

THE SITUATION.

THE business situation, while satisfactory, is mixed. Spring weather has excelled most of its former peculiar changeable records and trade in many lines has received some interference. Damage to the fruit crop will be large. By some, the business outlook is regarded as "spotty." This is an expression that signifies irregularity—good and bad intermixing. The financial world is not steaming ahead into vast commitments. Lower costs seem to be awaited. Mood of heavy purchasers may thus become slow. Action of the security market has been a true guide to the cautious feeling now exhibited. Overproduction of pig iron and copper has undoubtedly been a great object lesson to consumers in all lines.

The great leading feature is the movement toward cost reduction. Large crops of wheat, corn and oats during the present year mean a return almost to former levels. The farmer is making a tremendous effort to increase the hog population. Provision quotations have certainly seen their high point for the year. Lessened and cautious consumption is visible in many standard lines. Road men who cover the entire country state boldly that the western hesitancy is much more mild than the hesitant feeling present in the East. Slow development of iron and steel orders seems to be the principal cause of complaint.

In many sections, a large outburst of spring iron and steel business was anticipated. As the year 1910 unfolded, however, it became evident that the terrific buying rush of 1909 had discounted the much-desired 1910 demand.

Our supply of products has been too light to permit of normal exports, and we are shipping gold to Europe. The decline in British consols has caused a little uneasiness. The world in general appears determined to be conservative on extension of credits.

While costs are being revised somewhat, wages are ascending. This action creates a peculiar situation and there is naturally some gain in sympathy with desire of railroads to increase their freight remuneration.

The orders on the books of the United States Steel Corporation make what may be termed a fair showing. They are not large enough to invoke enthusiasm, but are too large to suggest serious dullness. The iron and steel men partly believe that the tariff question will be reopened. The mere suggestion of such a governmental course is, of course, sufficient to produce trade nervousness.

Tightening of money is ascribed partly to increase of late speculation. The special country reports to farm papers still give a great deal of attention to upturns in farm real estate values.

The peculiar weather has raised some anxiety as to our leading crops. We are right on the brink of the crop-raising season, and already some strong wheat and cotton scares have arisen. The necessity of large yields to restore our foreign balances is apparent. The first cotton report is rendered in June, and the South is endeavoring to establish an immense acreage. Damage reports on winter wheat have been overwhelming. To date, the oats crop has made fair progress. The 1910 acreage of corn and spring wheat will be of record proportions. The winter wheat crop started out with a record promise, but actual results may not exceed 410,000,000 to 420,000,000 bushels. The crop suffered severely, owing to the hard winter, and about 10 per cent of the acreage sown last December was plowed up.

The general problems confronting the United States cannot be termed excessively difficult. The conservation of credits is natural. Our crops are always large, but this season an overplus for European benefit is urgently desired. Some of the southern cotton acreage approximations are excessive and denote record results. The world is watching our cotton planting operations. Largest acreage to date was the 1909 total of 32,444,000.

The filling up of our country proceeds undisturbed. Emigration to our shores for the year ending July 1 will equal 1,000,000. April building operations show a gain of 6 to 10 per cent, owing to large activity in the South and on the Pacific Coast.

The May situation is sound. Seasonable weather and large crops are now desired.

THE EFFECT OF THE DEATH OF THE KING OF ENGLAND ON MEN'S WEAR.

Will America Grasp the Opportunity to Make the Fashions for the World?

THE sudden death of King Edward VII, coming, as it did, just at the very opening of the London season, will doubtless be much more far-reaching in its effect upon the English-speaking world than will be immediately apparent. Quite apart from the loss of his personality—the late sovereign in the dignified latter years of his distinguished career had so endeared himself to all—it is impossible not to believe (although, of course, we cannot actually know this) that the commercial world will feel the influence of this triste event. Particularly does this seem to be true of those interests whose part in life is to cater to the tastes and foibles of man in so far as they concern his wearing apparel. The late king was a dominant figure in the world of fashion, and, while it cannot be said that in the last years of his reign he has actually made the mode of the moment as far as the fashionable world was concerned, he at least, by his approval and interest in new ideas in dress, has often set the cachet of his approval on many things that would never otherwise have been approved at all by the discriminating. King Edward always was a lover of bright colors, and it was during the first years of his reign that high colors were so much more in vogue than they have been in recent times. For a season or so there has been a growing tendency, however, on the part not only of well-dressed Britishers, but of Americans as well, to dress only in the more somber hues. The spring colors this year, for example, are the quietest shades of grays, black-and-whites, and the like, with just a sprinkling of dark browns. The death of the king and the consequent throwing of all England and her colonies into mourning—when the British subjects, most of whom are so wonderfully loyal at heart, will wear, if not the somber black, at least grays and the darkest of dark fabrics—will doubtless affect the fashion of the clothes in this country; while this effect will be, of course, a perfectly indirect one, the mere fact that all the Englishmen we see abroad are wearing somber clothes, will tell in the end. It is impossible to associate long with people who dress simply and in good taste, whether they be in mourning or not, without realizing that after all a man looks better in quiet things than in loud and gaudy ones. It seems inevitable that the vogue of black and white, not alone affecting the clothes, but the shirts, scarfs and accessories of man generally, which will now obtain in England for an actual reason, will prevail in this country as well as a sort of psychologic extension of the idea. We will not be in mourning, but the more somber things will, after all, be what are worn in Europe.

His Late Majesty King Edward VII

from painting by Archibald Stuart Wortley

An important thought is, Have we arrived at the time in the history of our nation when we can make the fashions for the world? It is worth the most serious thought of retailers, manufacturers and mills, dealing in and making all articles of men's wear.

Many students of fashions in men's apparel feel that the death of Edward VII will have a decided tendency toward more subdued styles and colors in all branches of men's wear, first in England and the Continent, and shortly afterward in this country. In other words, the effect of the mourning period in Great Britain and her territories beyond the sea will emphasize the growing trend of recent months toward quietness in men's dress.

The late sovereign was undoubtedly a leader in men's fashion, his ideas in coloring and styles being usually accepted by many men of fashion in London and followed all over the world. But while he materially helped the men's wear indus-

(Continued on page 89.)

AWAKE---THE COMET IS COMING.

MANY years ago there was discovered in the heavenly orbit a luminous body which seemed to have no fixed purpose such as would be expected of any well-behaved planet. Therefore as it was impossible for the discoverer to plant the flag of his country upon it, he very properly conceived the idea of proclaiming its discovery by labeling it with his name, thereupon denominating it Halley's comet. After watching closely the reckless movements of the tramp luminary, he gave out to the world the information that after the comet had left the range of human vision, abetted and aided by such artificial means as were at the disposal of science at that time, it would reappear after many years. The period foretold has passed; true to Mr. Halley's prediction the comet has arrived.

He who would see the comet must rise early, long before the great majority of the population have wakened. In our cartoon we have drawn from this astronomic phenomenon a striking analogy between its approach and that of a certain style feature of men's clothes.

The cutaway coat in numerous variations has many times come within our sartorial vision at irregular intervals, in each instance gaining some attention, and, like Halley's comet, after remaining within the range of vision awhile, it disappears. Those whose sartorial vision is the keenest, and who have trained their telescopes into the dim gray morn, claim to see the approach of this sartorial comet, and it is further predicted by the most expert fashion star gazers that the men's wear world will shortly pass through the comet—in other words, the comet will envelop the fashion world; but how long it will take to pass through it is not prophesied. Reports from Fairchild observatories in England, France and elsewhere are to the effect that the new comet has been sighted, and that at its present velocity it will soon reach our shores. Much interest is manifested, and some local astronomers with powerful far-seeing glasses have already reproduced photos and models.

Variety is the spice of life, and if the cutaway comet creates the variety, it will add to the life of the clothing industry some much needed spice. There is now but one style—the single-breasted sack—which, with variations very slight, frequently makes the man who wants to wear "something different" depend entirely upon changes in fabric or color. As there is a narrow limit to these, and little opportunity for individuality, the approach of the cutaway coat is welcomed. Then, too, it supplies the "happy medium" between the sack and the frock, neither of which is absolutely correct attire for the professional man. This void would be filled by the cutaway style, and many business men would welcome the added dignity which would attach to this style.

Then be admonished, and wake to your opportunity! Train your telescope upon the approaching style comet and be there when the fashion world passes through its trail.

THE RETURN

MEN'S WEAR

HE CUT-AWAY.

Methods Used by Men's Wear Retailers to Win and Hold Trade.

A CLEVER men's wear retailer in a comparatively small western town draws to his store the trade of a large percentage of the new residents and new comers to his little city by the following method:

He carefully watches the local papers for the names of new dwellers in his town, and, being a friend of the postmaster, he also secures from him the names of any new and permanent arrivals. As soon as he learns the name of a newcomer he endeavors to find out something about him—what business he is in—his personal tastes and fads and, if possible, something about his personal appearance.

One who has ever lived in a small city knows that every new arrival is a fruitful source of conversation, so to glean the above facts would not necessarily require any great amount of detective work.

After learning something about the new arrival, this retailer sits down and writes him a letter—but not the usual kind of a letter, telling of the great line of clothing and unsurpassed collection of furnishing goods which he carries. From the first word to the last in that letter there is not one word about the line of business in which the retailer is engaged. It is just a warm, friendly letter, welcoming the stranger to the little city—telling him that the writer has been a resident there and a merchant for a number of years, and is in a position and will be glad to give the stranger any information about the town, and would like to have the pleasure of meeting him and introducing him to some of his other fellow townsmen.

The only reference to the business in which the retailer is engaged is found in the letterhead on which the letter is written. If the retailer learns that the newcomer is of a jovial nature, he writes in a jovial vein.

For instance, not long ago he heard that a new resident who had just reached the city was a fat and jolly good fellow. He wrote this man that he had heard of him and knew he must be a lover of good stories, and so invited him over to the store to hear the latest in his collection.

The retailer states that since he put this personal letter writing scheme into operation nine out of ten men to whom he has written have called at the store—and that practically all of them have remained his friends and customers.

A COLLEGE DISPLAY.

The firm of J. M. Jacobi & Co., retail clothiers and furnishers, San Francisco, Cal., recently secured a number of college boy customers by the following method:

They took a stock of about $3,000 worth of merchandise from their San Francisco store, and placed it on display in the auditorium of the Leland Stanford University.

No goods were sold at the display, but the merchandise was labeled with cards giving the price of the article and the information that it could be purchased at the firm's store.

Five hundred cards, each bearing a number, were given out to the University students, with the statement that one of these numbers would win a high-grade suit of clothing. The publicity secured through the display and contest brought so many of the college boys to the firm's store that the idea was repeated in the Berkeley College, at Berkeley, Cal.

A BRIDGE AS A TRADE ATTRACTOR.

MacDonald & Campbell, one of the leading clothing and furnishing goods firms in Philadelphia, have adopted a unique plan for catching the eyes of the men who frequent Chestnut street, the fashionable thoroughfare of the city, by clever sayings displayed in a prominent position on a construction bridge adjoining their store. Directly beside the MacDonald & Campbell store, at 1336 Chestnut street, a large building is under construction, over the front of which there has been built a heavy timber bridge for the safety of pedestrians who travel on that side of the street. High up on top of this bridge, where they may be easily seen by people going in either direction, are large signboards about 8 by 12 feet, on which are attractively painted clever sayings by MacDonald & Campbell. The words are changed every once in a while, and it is estimated that they are read by 10,000 men every day. "This bridge will come down—the quality of our goods never," was the sign that met the eye the other day. Other interesting announcements which have occupied the display space at various times are these: "Under a safe bridge to a safe store," and "Before crossing this bridge take a look at our windows."

WINNING THE FAVOR OF THE LADIES.

Herrieff's Clothes Shop of Oneonta, N. Y., believe that it pays to secure the good wishes of the members of the sex who do not wear the clothes this firm sells. They take the following clever method of winning it:

A cardboard box was recently sent to a selected list of ladies in their city. The box was daintily tied with green ribbon, slipped under which was a tiny card bearing these words:

"This isn't a piece of wedding cake, though a great many of the best-dressed men in Oneonta are married to this store."

On opening the box the recipient beheld a handsome inner cover of lace paper. Under this a little envelope, on the face of which were the words "Herrieff Says—?" and the reverse side, "To see inside this envelope, first open it."

Inside the envelope was the following announcement, printed on handsome note paper:

"We have a very sincere regard for our lady friends, and appreciating the fact that every lady is interested in the wearing apparel of her father, brother or best young man, we take this opportunity to assure you that it's the policy of this store always to furnish the most correct things in clothes and furnishings for men and young men.

"Thanking you for any words that may recommend this store, we remain very truly yours, Herrieff's Clothes Shop."

But the final argument, the one thing needed to make the above note effective, was the fact that the balance of the box was filled with a choice assortment of chocolate creams.

A FEW WINDOW SUGGESTIONS.

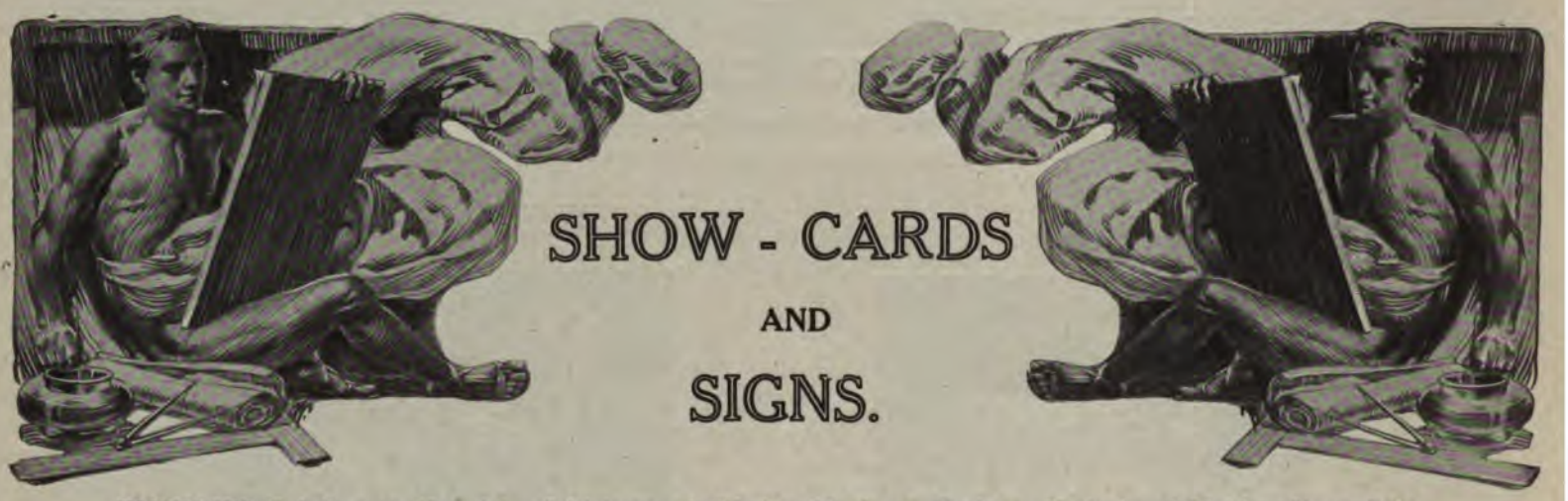
Neckwear, Shirt and Glove Trims Photographed From Recent Window Displays.

IN the upper left-hand corner will be found a well-balanced neckwear display, with the ties grouped on and around a pedestal draped in plush. This trim, as well as the two lower ones on this page, were photographed in the windows of Werner & Werner, St. Louis.

In the upper right-hand corner is a shirt trim from a recent display by Beachey & Lawlor, Chicago. As will be noticed in the cut, the shirts are displayed around a draped pedestal.

A well-arranged display of gloves in which canes are used to advantage will be noticed in the lower left-hand reproduction.

Bolts of shirtings were used to add to the effectiveness of the shirt display in the lower right-hand corner.



INQUIRIES Relating to Materials, Criticisms of Practice-Work or Designs, Methods of Making Signs, Price Tickets and Cards, should be accompanied by a stamped envelope addressed to PALETTE, care of this Magazine.

SYSTEMATIC "LAYOUTS."

TO obtain a satisfactory result in the style and quality of lettering you require skill in the handling of your brush, but no matter how artistic your work may be, it will fall short of the mark for which it is intended unless your layout is correct. Your words must be so arranged that the most important points are brought into proper prominence, either by display or by separation which will emphasize them. This can also be accomplished by lettering some words larger than others, using color on initial letters or entire words; underlining words or lines in black, colors or gold, or in using a different font of letters, as, for instance, using Text combined with Devos. When you have become thoroughly expert it will be shown by using one font of letters throughout. This makes the card de luxe, so seldom seen.

The first card, which was displayed by a retailer who sold only clothing, shows a desperate attempt at faulty layout. Its funny flavor is considerably lost, besides perhaps conveying the impression that the storekeeper sold fishing tackle. The card next to it, being properly balanced in its layout, is more apt to bring results, even though the execution of the lettering is only fair.

The latter part of May is a good time to call attention to bathing requisites. We present three layouts of a happily worded card that should be acceptable wherever swimming togs are sold.

The first card, aside from being sloppily written, is extremely faulty in layout. If the word "Bathing" were placed more to the left and the word "Suits" to the right underneath it, so that the capital S would come under the letter h, its worst fault would be corrected. The word "for" should be to the extreme left, and the other two lines transferred as far as possible to the right.

The next card, though well balanced in lettering and layout, is faulty because it shows too many styles of lettering. The words "Bathing Suits" should be of one font of letters, to convey the idea of one object.

The third card, having the same wording as the others, all lettered in perfect harmony in the same series, forms a marked contrast to the other two. It is an excellent example of brush work and correct layout, producing what may be justly termed a successful advertising window card.

A little humor properly applied on a showcard is never amiss. The poetical pun on the next card is certainly suggestive to those who can afford the luxuries of the boating season. The first layout, though not extremely faulty, is very much improved in the distribution of the wording as shown in our last card. Double edge-lines on cards are usually acceptable, and the extra work is worth while. A favorite style is to have one set of lines heavier than the other, or to make one square in black and the other in gold or color. Cards for the outing season are doubly forcible when an illustration—which may be a cut-out magazine picture or a glued-on figure—is used.

We are at present mostly concerned in discussing lettering, and as we become further interested will give illustrations of cards with marine subjects and other topics adapted for the "outing season."

Pen Lettering.

THE varied practice which we have thus far suggested with the brush will enable you to take up pen-lettering with much greater confidence and facility than if we had started with pen-work. The smaller-sized letters are more readily written with pens and can nicely be combined with brush-work. The German pens seem to be most in demand, as they are better tempered than others and last longer. They come in various sizes so that you can letter from one-sixteenth to three-sixteenths thick. All of these pens make hairlines by holding the pen upright on its point.

These pens can be bought in most stationery or art stores at trifling expense. In their manufacture there is always a certain amount of grease left on their surface. For this reason it is necessary to hold the point one second over a small flame by lighting a match and quickly withdrawing the point, and then carefully wiping it clean with a cloth. The water color which you will use for lettering will then readily be picked up by the pen.

Many of the high class stores never allow the use of brush work on any of their cards. There is an indisputable refinement in the appearance of perfect pen-work which cannot be attained with a brush. The next cards will show pen-work.

Ad Helps.

Anybody can cut prices, but it takes brains to make a better article.

"Sterling.—If the honest jeweler didn't stamp a silver plate that is sterling you could not tell the difference until wear told it. You can't tell what clothes are until wear proves. Isn't it great to have as much confidence in a shop's name as you have in the silversmith's trademark? My label on my suit is my pledge. I deliver what I claim or I give money back."

Fishing reels for fishing?
Real fishing for fish?
or
Fishing Clothes?
We have a litter of
the latter:
Cool Light and Durable.

Fishing reels for fishing?
Real fishing for fish?
or
Fishing Clothes?
We have a litter of the latter:
Cool, Light and Durable

'Tis Swimming Time
and
togs of merry hue
of stylish outline too
are ready here for you
Bathing Suits for
Males and
Females

'TIS SWIMMING TIME
and togs of merry hue
of stylish outline too
are ready here for you
Bathing *Suits*
for Males
and Females

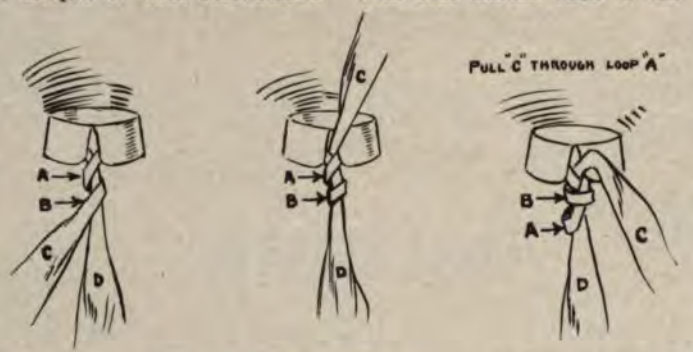
'Tis Swimming Time
and togs of merry hue,
of stylish outline too,
are ready here for you.
Bathing Suits
for
Males and Females

June
A fine month to
"spoon" **Yachting Togs**
Newest Ideas, Easy Prices

-June-
A fine month to "spoon"
Yachting Togs
Newest Ideas,
Easy Prices.

FAIRCHILD'S, LONDON, SAYS:

REVIEWING spring styles, Mr. Dale Johnson, the manager of the men's department of Harrod's Ltd., the large retail emporium in the midst of one of London's best residential districts, and from the success of his department an authority, says: "Taking ties first, for town wear gray scarfs with more or less pronounced black or white stripes or with self-colored spots are selling best. I have also put in rather an extensive line of soft-toned, plain-colored ties with three-eighths-inch spots in either black or self-colored. The colors I call deep sax blue, middle green, deep purple, cinnamon, a mauve fawn, deep mole and bisque. These colors are very soft in tone and quiet. Crepe ties will be as popular as during last season, and I have deviated somewhat from the plain thin crepe and introduced this tie with a diagonal twill self-colored stripe. Foulard silk ties in fanciful and rather loud designs will be about as popular as last season, though personally I do not think they are especially strong, containing as they do too much coloring for a gentleman to wear.



A Spitafield Scraf, a Favorite in London and Paris at Present.

This scarf is tied in a novel way, as illustrated by the above diagram. The knot is first formed as in tying the regular four-in-hand, but instead of passing the end through the loop, this loop is raised and the end inserted through the under band at "A."

"Linen handkerchiefs are nearly all of French manufacture and contain more or less color. Those with a silk stripe are the best sellers. In silk handkerchiefs the latest model is the bright colored ground with a black cat. Of all these animal handkerchiefs that have had a popular run those bearing the bulldog have the best. I took up a few of the Chantecler handkerchiefs bearing the five figures of Simone, but they have had no sale whatever to speak of. The Englishman seldom takes up a fad of this kind. It has been rather overdone in the women's line, I think, and the men have failed to follow their lead in anything 'Chantecler.'

"In shirts I am convinced that white grounds with the neatest stripes possible are becoming more and more popular. The stripes are set rather far apart. Pleated shirts are increasing in favor, and in my opinion the pleated shirt, with side pleats of either one-eighth or one-quarter inch in width, is going to be more and more worn for full evening dress. These latter shirts are ironed rather stiff and give a very strong and neat bosom. For outing shirts the plain soft-toned colored pleated shirt or plain with soft double cuffs is the thing. The colors of the shirts of this class that I have purchased are mostly either gray, blue, helio, pink, gray biscuit or brown.

"In collars there is little that is new, the low-fold collar cut well away and worn with the tie well up in the opening, is what the younger men are asking for. The latest thing that I have is a soft silk collar for outing wear, with the outer fold shallower than the inner one, showing the tie all the way around the neck. I think that this class of collar will eventually find considerable favor with the stiff linen foldover collar.

"In the finer grades of wool taffeta shirts, which are a considerable selling factor in all London shops, the designs this season are as simple and refined in appearance and almost identical with those to be seen on the linen shirts. There is going to be a good run on blue and white shirts, and I have an extensive line of these in the cheaper grade. The ground is white, with stripes set more or less closely together. Cuffs on shirts are getting narrower and narrower as the sleeve of the coat has become smaller, and in nearly all my new spring shirts with stiff cuffs these cuffs are as narrow almost as is practicable, measuring in no instance over eleven inches.

"The latest thing in nightshirts that I have taken up is a silk night garment with a fine thick wool back. In pajamas I find that the pure silk are not as popular as the silk and cotton ones, the latter wearing much better. The latest thing in this class of garment that I have put in stock is a pajama with a wide stripe of color through it, and the whole

FAIRCHILD'S, PARIS, SAYS:

THE fabrics shown by various firms prove how correct were predictions made in this department some time ago. The favorite color is gray, but a lighter gray than last season; English cheviots or soft wools are selected for the new patterns—checks or squares differently assembled. The stripe effect is left to the cheap combed stuffs.

The most fashionable pattern for lounge suits of course shows black squares on a white background, or vice versa. There will be a monopoly of them by the well-dressed men about town.

The shaggy oxford cheviots will be used for morning coats and frock coats.

The check effect is extended to fancy waistcoats in brown or green and black, black and white.

The twills, which were so popular last season for any style of clothes, tend to disappear, being reserved for fancy vests, with one modification; that is, the stuff is so woven as to present a symmetrical effect when the garment is carried out (woven in double width, in the V combination or chevron pattern). This is done principally in gray piques with darker diagonals, which look very well in double-breasted vests, and in white pique for evening vests.

This is really the year of the fancy patterns; never have the manufacturers been so daring as to their designs. Chiefly for summer overcoats, stuffs most pronounced in pattern have been selected—extremely wide plaits or squares or zigzags.

Last winter it was stated that the shapes had been reduced to more practical sizes; rolls were buttoning higher. Now the hot days are approaching, and consequently the collar and rolls are lengthening, buttoning with one or only two buttons. But the feature of the season is that they have kept the width which was a characteristic of last season's models. The backs are quite straight, scarcely curved at the waist.

Front and Back Views of One of the New Parisian Morning Coats.

A review of the clothes a well-dressed man requires at the present time of the year may not be out of place:

Apart from the evening overcoat, which will be made in a plain dark oxford stuff lined in silk to the edges, a man needs a practical overcoat for the cool, though sunny, days of April and May. Two shapes seem to be the criterions for the purpose—the raglan and the double-breasted one.

Figure 1 illustrates a neat model in the raglan style. The rolls are not too long, but rather wide, the collar long and well curved. The fronts button a little to one side of the middle of the coat. Notice the turned-up flaps of the sleeves; they only cover half of the sleeve. The cut is straight and full.

In double-breasted shape allow a good expanse of well-curved rolls (a well-curved roll compels the collar to fit exactly), and do not cross the fronts as much as in the winter styles. The coat must be easy and ample.

Now the vogue is to have in the back a strap or "martingale," the fullness of the skirts being gathered at the waist height. Some of them can be loosened when sitting for a length of time, as in driving; others are simply stitched at either side as an adornment (Figure 2). This seems to be a novelty here, but the idea comes from London. Nevertheless it is cordially welcomed and even extended to ladies' garments.

Such overcoats ought to be cut in light gray cheviots.

Overcoats with these belts behind are in great favor. They are the right thing for a gentleman who cares about being up to date. They are to be seen everywhere. Recently at the Theatre Rejane, frequented by many select people, it was observed with much surprise that two of the men noticed inside as wearing the best evening dress, on leaving each donned a slip-on—one was very dark, the other extremely light.

Figure 1.

Now a fashion hint for next winter. The committee of the Parisian tailors assembled a few days since, and this news was gained:

The fashion in overcoats for next winter is decreed to be as follows: They will be made of blue or gray soft thick cheviot or loden, with big diagonals, and with a belt behind (in French, martingale), double or single breasted in front.

The great novelty of the season is a morning coat made of light stuff, light brown English cheviot or light gray ("mastic") combed stuff. The collar and rolls, which are cut in the shape of the frock coat and half faced with silk, a trifle darker than the stuff, give a very smart appearance to the coat. It has only one button, the tails are extremely long (Figure 3).

The trousers to match this garment ought to be cut in the new English shape, which will only be adopted by particularly well-dressed men. That shape is as follows: Trousers rather wide at the hips and on the thighs, slightly shortening in width toward the bottom. They are so cut as to present a straight line in front, only breaking four inches from the edge. These are not the ones which have been so popular in America, and which we French people consider only as practical, not esthetic.

Naturally the above attire is destined to be adopted by but a few people. It must be worn with top hat of same color (felt, not silk), white piqué single-breasted vest and white gaiters.

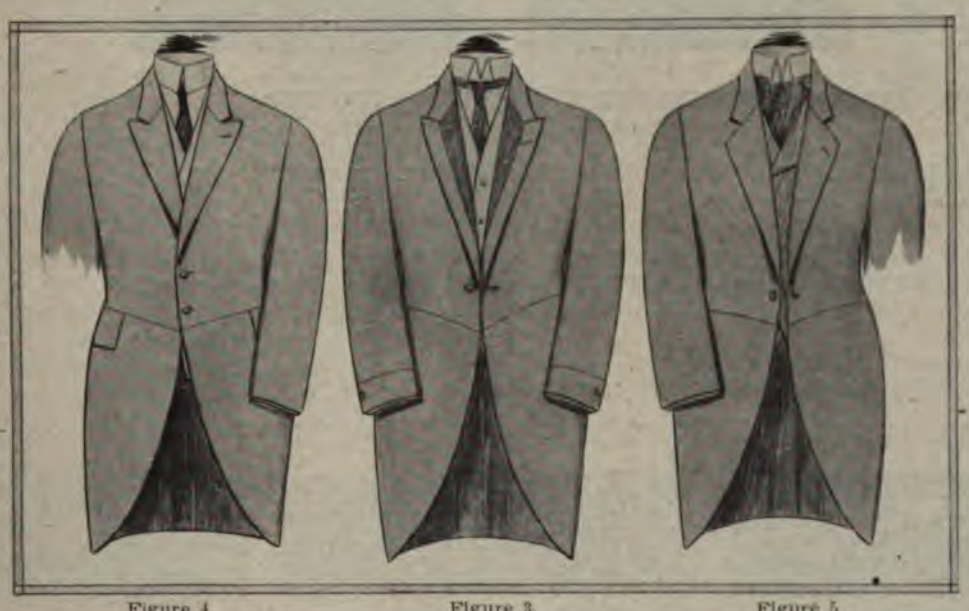


Figure 4. Figure 3. Figure 5.

The most practical shape for a well-dressed man is the black or gray shaggy cheviot morning coat; long roll, buttoning with a pair of twin buttons and widely cut away fronts; tails extremely tight at the waist. On Sunday, March 27, at the races at Auteuil, where the "President de la République" prize was run, large numbers of gentlemen were thus dressed. Three out of ten wore trousers made of black serge with white lines, and nine out of ten wore the wing pointed collars with black and white silk ties.

This selection of dark colors gives a more dignified appearance to the already dignified morning coat; even young men were so dressed.

Another shape especially for morning wear is made of light gray stuffs, either cheviots or "peignés" of several designs, as follows:

First design: Little squares or spots—gray on a black background, or vice versa.

Second: Combination of diagonals and squares or zigzags.

Figure 2.

Third: The most eccentric of all and the newest—big black squares on gray background, same as those used for fashionable lounges.

For the latter design there exists an extreme combination, that is: Coat and trousers made of same stuff, and vest of same squares, but colors reversed (squares white instead of black).

This is not a novelty; our fathers have worn the same stuffs. The tendency now is decidedly to black and white, but luckily next winter will be conspicuous by really good designs of mixed colored wools. Black and white is too rude to the eye.

Figure 4 shows the shape of morning coat to which reference has been made. It is a happy medium between the smart one-button coat with frock rolls and the regular twin-button one (Figure 5).

This coat buttons with two buttons rather near to each other and to the waistline, and the rolls are carried out in the shape of the double-breasted lounge-coat ones. It may be worn either buttoned up or not. Side pockets on the hips will do well in that design.

Latest news from Nice, Monte Carlo, indicates that it is very hot there. Light things are worn, among them a special stuff made of thread and wool cross woven.

DRESS ETHICS

FOR MEN'S WEAR
SPRING *of* 1910

Subject to Style and Season Changes

EVENING DRESS FORMAL

Evening Wedding, Reception, Formal Dinner, Dance and Theater.

After 6 o'clock where ladies are in evening dress.

Overcoat.—Black Chesterfield, opera cape, Inverness or other full dress overcoat. Paddock or Raglan of weatherproof fabric, black or dark colors preferable. Coats of covert cloth and fancy fabrics are occasionally seen on spring evenings, but the darker materials are in better taste.

Coat.—Swallow tail, with either peaked lapels or shawl roll; silk or satin faced.

Waistcoat.—White, single-breasted, linen, drill, pique or silk; buttons plain or of moonstone or mother-of-pearl; gilt buttons permissible. Black waistcoat of cloth or silk also correct, but less formal. Double-breasted waistcoats are also worn this season, but less frequently.

Trousers.—Matching the coat, outseam plain or with narrow silk cords.

Shirt and Cuffs.—White, plain or pique. The pleated shirt, sometimes worn now with formal evening dress, is distinctly semi-formal in its character and should be reserved for wear with the dinner jacket.

Collar.—Band, poke or wing.

Cravat.—White tie of pique, linen or fine cambric.

Gloves.—White or pearl glace kid with self-stitching. Gloves with black stitching may be worn.

Jewelry.—Pearl, mother-of-pearl or moonstone studs and links; watch chains, except the fine link platinum ones, are rarely worn now with formal evening dress.

Hat.—Silk or opera.

Footwear.—Patent leather with buttoned kid tops, or low shoes of patent leather; pumps preferable.

Socks.—Black silk or lisle, plain or self-clocked.

OFFICIAL RECEPTIONS

Before six o'clock, same as day weddings, except full frock coat or morning coat, braided or plain, with silk hat is "de rigueur." Formal evening dress after six o'clock.

WEDDINGS — THE GROOM

The groom has not the license of the morning coat which is accorded to the ushers and guests.

EVENING DRESS SEMI-FORMAL

Informal Dinners, Home Dinners, Stag and Club.

Overcoat.—Chesterfield, Derby, paddock, full dress or other overcoat of seasonable weight. Raglans and coats of weatherproof fabrics. Silk-faced, shawl-collar, fly-front topcoat. Black or Oxford preferable; colors permissible.
Coat.—Dinner jacket with either peaked lapels or shawl roll; black or Oxford, silk faced.
Waistcoat.—Matching coat, of fancy silk, black or black and white; gray and tinted silks are also shown this season, but are in questionable taste; single-breasted; plain or fancy buttons.
Trousers.—Matching coat, with plain or braided outseam.
Shirts and Cuffs.—White, plain or pleated.
Collar.—Wing or fold.
Cravat.—Black silk or of material matching waistcoat.
Gloves.—Gray suede or mocha, gray reindeer; chamois and tan permissible.
Jewelry.—Studs and links, gold or semi-precious stones; fob or gold watch chain.
Hat.—Tuxedo, black derby or alpine.
Footwear.—Calfskin or patent leather high or low cut shoes; pumps.
Socks.—Black silk or lisle, either plain or with self-clocks.

DAY DRESS — FORMAL AND SEMI-FORMAL

Wedding, Reception, Church, House Calls and Matinee.

(Dress occasions before six o'clock)

Overcoat.—Chesterfield, Raglan, paddock or other seasonable overcoat; light weight slip on; raincoat. Black or Oxford preferable; colors permissible.
Coat.—Full frock or morning coat (cutaway), plain or braided. The use of the latter is increasing.
Waistcoat.—White with frock and either white or matching coat with cutaway.
Trousers.—Worsted or cheviot. Gray with dark or light stripes; black striped fabrics.
Shirts and Cuffs.—White, plain or pleated.
Collar.—Band, poke or wing with frock; wing or fold with cutaway.
Cravat.—Ascot or once over with frock, once over or four-in-hand with cutaway; white or matching gloves or black if desired.
Gloves.—Pearl suede or pale tan suede or mocha. White buckskin.
Jewelry.—Gold links and studs, preferably plain; pearl or gold scarfpin.
Hat.—Silk. The derby is sometimes worn with the morning coat.
Footwear.—Calfskin or patent leather, high or low cut.
Socks.—Black or dark-toned fancy.

BUSINESS

COMMERCIAL

Overcoat.—Chesterfield, Derby, topcoat, paddock, Raglan, light ulster, covert coat, gabardine or rubberized raincoat.
Coat.—English walking, cutaway or sack. The cutaway is worn more by professional men.
Waistcoat.—Same as coat or fancy; single-breasted preferable.
Trousers.—Same as coat or of striped worsted or cassimere when used with a black cutaway.
Shirts and Cuffs.—Plain or fancy, stiff bosom or pleated.
Collar.—Wing or fold.
Cravat.—Four-in-hand or bowtie.
Gloves.—Cape or mocha,, with color matching or harmonizing with hat or overcoat or of a neutral shade. Chamois gloves.
Jewelry.—Gold or semi-precious stones in studs and links and in scarfpin (if worn); watchguard.
Hat.—Silk or derby with cutaway or English walking coat, derby with sack suit. Soft hat.
Footwear.—Black shoes, button or lace or low cut, with cutaway or English walking suit. Brown shoes, high or low cut, permissible with sack suit. Low cut shoes, both black and brown.
Socks.—Optional as to style and color.

PROFESSIONAL

Professional men, such as doctors, lawyers and clergymen, have been more closely associated with the full frock and silk hat, though recently the inclination is toward the sack or English walking coat, with derby.

FUNERALS

The proper dress for pall-bearers consists of a black frock coat, trousers and waistcoat of the same material as coat, white shirt, collar and cuffs, black scarf, black silk hat with mourning band and black gloves and shoes. In cases of emergency, however, a black cutaway and very dark gray trousers may be worn instead of the full frock suit of black.

For men, not pall-bearers, attending either a house or church funeral, the correct dress conforms to that of the pall-bearers as given above. If not a relative the hat band should be omitted, dark gray gloves may be worn, and a derby hat instead of a silk one. If it is not convenient to wear the more formal dress that is "en regle" on such occasions, any very dark sack suit is permissible, although a black one is preferable. White or black and white shirts, somber scarfs and gloves should always be worn. If a man must wear a soft hat it should be a gray one. The wearing of high colors of any kind, either in suit, linen, neckwear or hat, even though the deceased be only a most casual acquaintance, is not considered good taste on solemn occasions of this kind.

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FENCE ADVERTISING.

FENCE advertising is but the name by which we desire to distinguish this class. It includes billboards, road signs and barn signs in the country and double line posters on ash boxes and garbage cans in the city.

In the country districts this kind of advertising is considered the

MOST PROMINENT AND PERMANENT

of any that can be employed, and as it is always read and ever to the front, it has the effect of making the name and occupation of the dealer synonymous. Therefore when "Smith the Clothier" has covered the territory for miles around with

ATTRACTIVELY PAINTED SIGNS,

when clothing is mentioned the first thought is of Smith, and in such advertising a personal name carries much further than a name like "The Hub," "Palace," etc., because this general designation does not possess the attraction in the mind of a buyer with which the personal name of "Smith" is invested. Billboards or

ROAD SIGNS ARE ALWAYS READ,

and we recall an instance in which a barefooted boy, filled with ambition, aspired to have his name all over the country on the fences and billboards. In after years as a successful merchant his hopes were realized. This shows

HOW FAR-REACHING

and deep-seated is the influence of this class of advertising.

We do not claim that it alone is sufficient to build the trade of a large establishment, for with the restlessness characteristic of the American, the community wants the full particulars of what

THE BILLBOARDS BUT SUGGEST,

supplemented with regular and consistent newspaper advertising. The one supports the other.

Fence advertising reaches a very large class of people who read but little, if at all, as in the case of foreigners unacquainted with our language; but there is no man among all

THE THOUSANDS OF WORKINGMEN

who go to and from their daily work but stops to spell out the few bold words on the billboard or fence sign. He soon learns to know the name and occupation of the advertiser, and the first suggestions on the virgin soil of thought make the deepest impression. The psychology of billboard advertising is strongly in its favor.

THE IMPERATIVE ADMONITION,

"Go to Smith's for Clothing," repeated so often, has a most lasting effect and never fails to produce results. It will bring the people to the store, and then, according to the impression made, so will be the result. Any advertising simply attracts the attention and

SECURES A VISIT OF INSPECTION;

therefore the greatest attention should be paid to the customer who is brought into the store for the first time by means of fence advertising. The customer who reads the paper knows of many attractive invitations and you may

GAIN HIS ATTENTION

again should you fail on his first visit to interest him; but the man of one idea—who is in the majority and influenced by fence advertising—is not inclined to revisit a store where for any reason he failed to be satisfied the first time.

THE COMMUNITY ADVANTAGES

of fence advertising can never be reduced to concrete form or the results, to a dollar, known. It reaches everybody—in all walks of life—and in territory where it can be used is most efficient in producing results.

Fence advertising is very much akin to interest on money—

IT WORKS WHILE YOU ARE ASLEEP;

and though the service of the billboard when new and bright is supposedly more efficient in heralding the name and occupation of its owner than is the old battered road sign showing the marks of long service, the age and dilapidated condition

WILL CONTINUE TO ATTRACT ATTENTION

as no other class of advertising ever can or will.

SCHOOL OF SALESMANSHIP IN THE HUB.

JORDAN-MARSH COMPANY of Boston are fitting up a classroom on the seventh floor of their new building where lessons are to be given on the subject of salesmanship, under the direction of a woman of exceptional ability.

A part of the plan is to take groups from among the employes for an hour or so in the early part of the day. Experts in the different departments will talk on textiles, color and design, the demonstration of sales, department store arithmetic, etc. The professional nurse of the store will give talks on emergency cases and hygiene and impress in every possible way the importance of good health and sound nerves for those who desire to serve the public.

There is still another phase of this school which promises much. That is the special course for inexperienced persons who seek employment. Their lessons are to be from 2 to 4 every afternoon except on Mondays. This course, like the one for those already in the employ of the Jordan-Marsh Co., will be entirely free. All one needs to do is to apply to the superintendent, and arrange the time in which to enter. As improvement is made and individual qualifications are noted, these pupils will be given opportunities to work in the store, and thus increase the army of between four and five thousand regularly employed there, whose value will be vastly increased by this practical course of instruction.

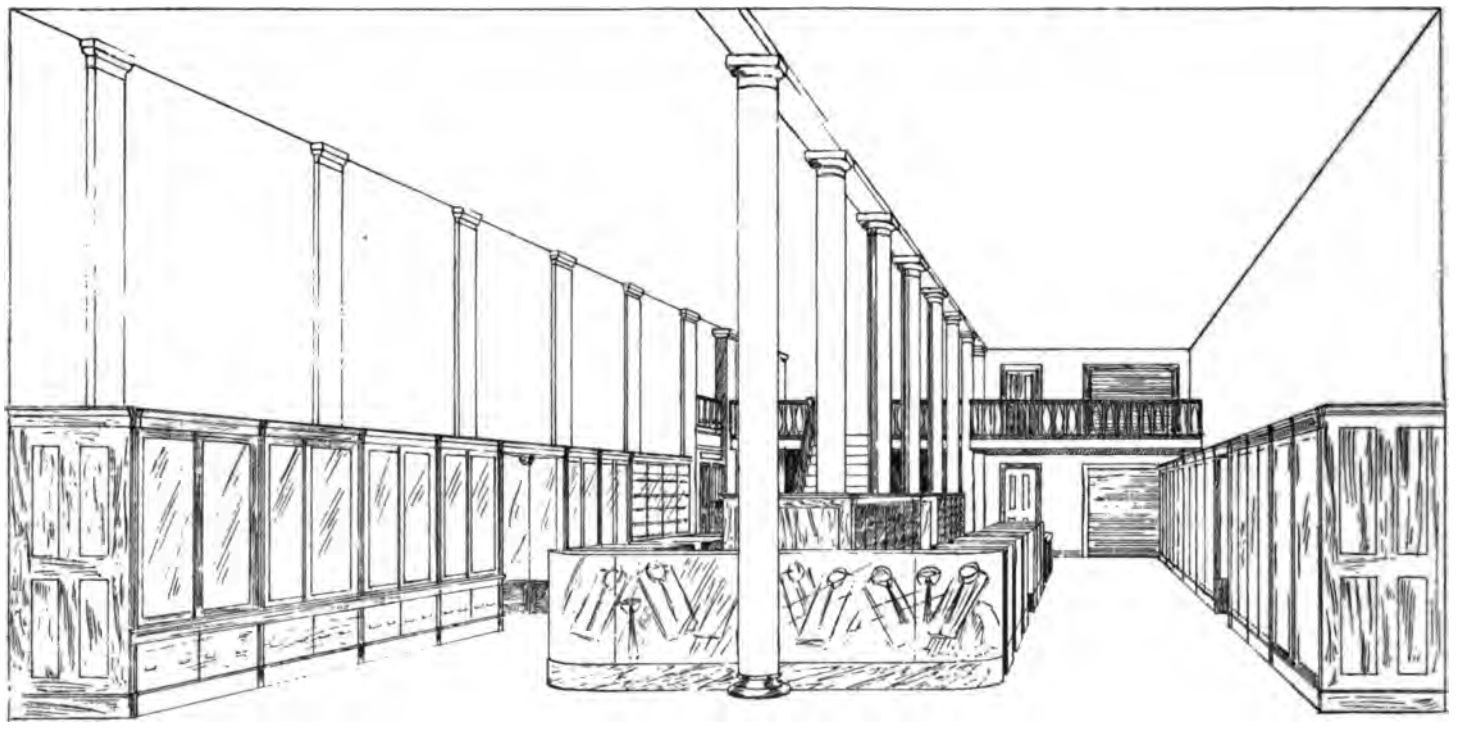
STORE ARCHITECTURE AND WINDOWS

THE NEW STORE OF SCHMITZ & GRETENCORT.

THE pen and ink sketches on this page illustrate the arrangement of the new store to be opened shortly in Joliet, Ill., by Schmitz and Gretencort, clothiers and furnishers, Aurora, Ill. The store has a frontage of 32 feet on Chicago street, runs back 160 feet to the alley, and there forms an L of 70 feet more facing Clinton street. "We expect to have one of the finest and most modern stores in the state of Illinois," is Mr. Schmitz's statement.

The store is to be fitted throughout in golden oak. All the clothing and overcoats will be hung in special cabinets. The children's department, located at the Clinton street entrance, will carry all the children's suits in sliding-drawer cabinets made with glass doors. The overcoat department will be located in the large balcony. The furnishings will be shnwn in plate-glass cases and the furnishing shelving will be made low so that a customer may have a glance of the whole store. One feature of the store will be a ladies' waiting room on the balcony, fitted with everything necessary for their comfort, while a smoking room for the men is located just at the right of a lobby entrance that leads to the elevator running to the offices above. The store will have perhaps one of the most striking entrances in the country, the windows being 23 feet deep and forming an L-shaped window.

Little Men's Wear Department in the "L" of Schmitz & Gretencort's Store, Joliet, Ill.



A Pen and Ink Sketch of the New Store of Schmitz & Gretencort, Joliet, Ill.

A Clothing Trim by R. W. Munger for Dege & Milner, Tacoma, Wash.

TWO ATTRACTIVE TACOMA WINDOWS.

TWO interesting displays of spring clothing and shoes, trimmed by R. W. Munger for Dege & Milner, Tacoma, Wash., are reproduced here.

Eight windows were treated with the same floral scheme shown in the two illustrations. Sprays of Oregon grape were placed around each plant, and southern smilax was used in vine effect around each pedestal. These windows were said to have attracted wide attention and were conducive to a lively business.

In the displaying of every article or garment care is always taken by the decorator of this store to show to advantage the best lines; for instance, the shoulder, lapels and front of a coat are given more prominence in the display than the back. In one of the clothing displays a spring overcoat is draped so as to show both the shoulder and silk lining.

It will also be noticed that the same careful principle is followed in the shoe window, left and right shoes being so arranged as to show the outer lines of each shoe.

A Shoe and Clothing Trim by R. W. Munger for Dege & Milner, Tacoma, Wash.

Exterior and Interior Views of the Store of B. Turk & Bro. Company, Burlington, Vt.

A STUDY IN GRAY AND A STUDY IN VIOLET.

TWO window displays, one of hats, the other of clothing, which are shown on the opposite page, were worked up in two distinct color schemes, the hat window in gray and the clothing window in violet.

Eighteen different styles in gray soft hats were shown in the window and each one was labeled with the name of a popular Broadway show hit.

In the violet window all the materials used to drape the forms and pedestals were of a violet shade. Violet plush was used to cover the floor. The neckwear, shirts, fancy vests and hosiery were all either of a violet or lavender shade.

The show cards and price tickets were worked up with the airbrush in a violet shade, and a bunch of violets adorned each one of the garments in the window.

A Gray Hat Window and a Clothing Window in Which the Decorative Color Scheme Was in Violet—Baum Bros., Jersey City, N. J.

Two Views of the Recently Remodeled and Attractive Store of the Richard Brink Estate, Grand Rapids, Mich.

A Spring Clothing and Hat Trim by Walter C. Smith, San Diego, Cal., at the Top, and a Chanticler Display by Morse Bros., New York City, at the Bottom. In the Lower Window the Cards Are Illustrated with Clippings from "Man's Book."

Exterior View of the Hennebry Clothing Company Store, Fort Dodge, Ia., at the Top, and the Recently Opened Store of the Landau Clothing Company, Wellington, Kan., at the Bottom.

THE OPEN PAGE

For the Discussion of Ways and Means to Make the Retail Business in the Clothing and Furnishing Lines Less Worrisome and More Money-Making.

TO-DAY'S DISCUSSION—PULLING DOWN STOCK.

ONE of the great problems that has been worrying the average retailer in all parts of the country is the "top-heaviness" of their stocks. Almost daily F. S. certificates (the little messengers) bring the question: "How can I pull down my stocks?"

A Kentucky subscriber writes as follows: "Dear F. S.: If you want to do the retail clothiers a good turn, then tell us on your Open Page as quickly as possible how to dispose of accumulations in our stocks to the best advantage."

Suppose we take a lesson from the housewife, and instead of going on, as the retail clothier usually does, waiting until the end of each season for a "clean-up," let us change the method by inaugurating a weekly housecleaning; and select Thursday, for example, because it gives us Monday and Tuesday to look over all the stocks and gather them for Thursday's disposal. On the other hand it gives us Friday to put things in shape for Saturday's business.

Aside from the practical results of turning surplus stocks into money, the carrying out of this plan for Thursday housecleaning creates a break in the middle of the week instead of concentrating all efforts for the one day—Saturday—as is customary in most of the clothing stores.

Now, how to go about it: Arrange a section of your store that is not in constant demand, using tables for the handling of the merchandise; place them in such a manner that there is easy access from all sides, anticipating that you will have a big crowd.

No matter if you don't get the crowd on the first or second Thursday; make up your mind to draw the people, and they will come. Make your preparations with enthusiasm, and have your partner or manager and all the boys pitch in on this weekly housecleaning job.

Do not worry about your Saturday business—that will take care of itself. You always do a certain amount of business on Saturday, don't you? Make up your mind to score on Thursday, and you will be astonished, after the fourth or fifth Thursday's sale, at the amount of business you can do on that day.

Let's go further: Go through your stocks; pick out first of all the oldest lots, pull them out, and then go along adding sufficiently from other lots with which, for one reason or another, you are not particularly in love, and would rather see them on someone's back than in your store. Now comes the most important part. After lining up your selection of men's suits, topcoats, raincoats, boys' clothing, trousers, vests, etc., group the lots into as few prices as possible.

These prices to be distinctive—in other words, not the same as your regular prices, and, further, to be the lowest you ever quoted on any of these goods; because, if you want to make your Thursday sales a permanent success you must give extraordinary values. Supposing at the start you sell your old stock and other undesirable merchandise at actual cost, wouldn't that be A1 business and fine advertising for your store?

Arrange one of your windows on Tuesday evening, showing the specials for the Thursday sale. Make a neat display sign—Thursday "Housecleaning"—as indicated on this page, or use any similar idea to attract the attention of the passer-by.

Give your quarter-sheets and price cards a similar touch. This window will do its work Wednesday. Under no circumstance sell any of the items until Thursday morning; this is absolutely essential.

Your advertising in the newspapers or otherwise should state plainly that you're following the example of the good housewife with your introduction of Thursday housecleaning in your store. Then give the list of the genuine bargains that will be on sale, stating the quantity of each lot. Don't

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Note: All subscribers to this magazine are invited to propose subjects for discussion. Anonymous communications will not be recognized. Letter should be written on on of the page only and must be signed by the subscriber. The subject for discussion must be clearly defined and not more than one subject proposed by the writer, to avoid confusion. Address Editor "The Open Page." Fairchild Service, 42 East 21st St., New York.

exaggerate. If you have only three suits of a lot, say so. If you have eleven suits, say so.

If the original selling price was $15, and you have the nerve to sell an old-timer for $7.75, although it may cost you $10, say so—but don't say value $15 for a suit that costs you $6, and is marked $7.75 for Thursday. It may pull once, but it will never create a big Thursday business. Gradually you will have to buy special merchandise to fill in on the stocks for your Thursday sales.

You will probably ask: "How is one day in the week going to pull down my stock?" It's the very thing that will do it. There is nothing like the steady "diggin'" that even removes mountains.

After you have read this page get together with your men and talk it over. Let each one offer his suggestion as to how your Thursday can be made a big day. Then form your opinion and get busy for the start on Thursday, May 19. If you don't, the others who are reading this page to-day in all parts of the United States will get ahead of you. Yes, there are others in your town who are reading this page, and they may get ahead of you if you don't act quickly. It is certainly better to be a leader than a follower; besides, there is nothing so effective as "doing it first."

A short letter addressed to the women of your community, stating that you have learned a lesson from their method and are inviting them to benefit by your aggressive methods in merchandising, will help a lot. Tell them frankly in simple language just what you intend doing on Thursdays. Score "Thursday" in your publicity—and, don't forget, begin on Thursday, May 19.

Fairchild Service will gladly give special information to every alert and interested correspondent on this subject, where local and other conditions may require direct counsel and suggestion.

A COMMUNICATION ON THE BUYING QUESTION.

To the Editor:—

As I have had the pleasure of giving some of the experiences of our firm to your paper, I take the liberty of expressing a few views on the subject of buying at home or in market. There have been some very good points advanced in favor of buying at home, but in practice they go wide of the mark. Taking a few of the arguments advanced, it is my purpose here to express my views on the subject.

Regarding the assertion made by one correspondent that most merchants who advocate buying at home also advocate frequent trips to market. This is contrary to the common condition, for if the merchant visited the market frequently, he would understand the profit of buying in the open markets. Seated in a comfortable office chair, the merchant says, "It might be a good thing to go to market, but I get along very well, and have not been to market in five years." Does he discount? "No, trade was so dull he could not discount, but hopes to do so some time." Not one clothier in twenty who buys at home goes to the market once a year.

Again, "Buying at home gives more time to get posted in the market." What good does it do to be posted when all the goods for the season have been bought? What good would it do the trade to be posted on brown, this spring season, after buying their stock at home last fall, when not a single brown was shown in the sample lines?

It requires far more care and greater ability to buy for an average size clothing business than it does for a concern selling from $75,000 to $100,000. The latter has chances to cure mistakes in buying, but we have far less opportunity to work off our mistakes, and therefore a mistake takes more of our profit than we can afford to lose.

Not one stay-at-home buyer in twenty ever discounts his bills. He does not get in touch with the live interest of his business, but wrapping himself in his mantle of self-satisfaction, lays himself down peacefully to sleep away the time until the necessity for unloading his surplus awakens him to the emergencies of his condition. All he knows of the market is from hearsay, and the knowledge he acquires is at second hand.

As to the danger of acquiring "antiques." The stay-at-home rarely reads, and he does not realize the necessity of keeping in touch with the fashions of the day. To him advertising pamphlets are the only source of information.

It is said that "the newspapers would provide ample protection against the danger of acquiring antiques if the merchants would make use of them."

You can't be a live merchant and a dead one at the same time, and a day in the market before buying is worth a large profit on the season's purchases to the retail merchant in giving ocular demonstrations of what is correct in style, and what is new and salable.

It is possible that I am wasting time and energy in advocating small and frequent purchases in the open market, but I throw down an unqualified challenge to any retail clothing merchant to show a success along any other lines. By a success, I mean turn the stock not less than three times, taking every discount and invoicing the stock on hand at its present value. No one can do it, brother, by buying a long way ahead and at home! Neither can you make a success by going to the market to buy, unless you study the situation sufficiently to know what to buy.

Another word as to "antiques:" The greenish hue of the bronze is not always acquired by age; chemicals will produce it in an hour, so will mis-cuts and poor styles create "antiques" in the sample line of the moment.

My self-interest prompts me utterly to ignore the fatalistic view that "what is, is right." There is nothing right or equitable in forcing the retail dealer to carry the financial burden of the entire clothing business on his shoulders, as he does under the existing conditions.

It is admitted by some who advocate home buying that buying in the market "has its advantages," but they also claim disadvantages for it. The disadvantages arise from ignorance and cannot be classed as an objection to the practice.

"The day of that way of buying has passed." It certainly has for the moment, for a large number of the retail clothiers; but an awakening of the trade is as sure to come as any other great economic movement brought about by the concentration of interest, when there are others with great interests to consider. Early and home buying is opposed to the individual interest of the retailer, and this habit is directly responsible for so many failures in the clothing trade that it is sure to bring about a return to normal buying practices; which implies that the obligation of the retailer is first to his own interest, and that any system which may have been introduced for the benefit of any other interest will meet with a change which will bring about equitable conditions to the retailer.

The man who understands his business thoroughly and has sufficient capital is an independent factor who will sooner or later bring about this condition.

As a successful firm we buy frequently and small in the open market, and think it is the only way to make money in the clothing business.

Very truly,

MEN'S WEAR MARKETS

From the raw material to the finished garment.

IN THE CLOTHING WORLD.

ALL reports emanating from manufacturers of clothing are to the effect that salesmen are meeting with very satisfactory receptions, many claiming that a comparison of the same period of time this year with last shows an increase. The report that many merchants are withholding a per cent of their contemplated order, intending to place it later, cannot be confirmed in the various markets, many saying that the reverse is true, further vouchsafing the statement that if the per cent of business that is claimed to be withheld is given later, it will bring the total up to a point higher than could reasonably be expected.

In the branch of the industry specializing in young men's clothes, it is admitted that there may be a degree of conservatism exercised with reference to the more extreme novelties, of which there are few, however. They, too, anticipate a satisfactory business. Among retailers, while a few express themselves as being favorable to a greater degree of precaution than ever before, most take an optimistic view of the situation, which finds expression in the liberal orders they are giving.

Worsteds are meeting with only a moderate demand for fall, partly because few lines are shown, but principally because fashion has ordained that cassimeres, cheviots and soft-faced fabrics are more stylish, which fact partially offsets the service argument, admittedly in favor of worsteds. Then, too, the clothing manufacturer and the clothing retailer are inclined to believe that the worsted manufacturers have arbitrarily made the price higher in order to derive greater profits, which attitude they believe deserves a rebuke. They, on the other hand, claim that the combined cost of raw materials and production has made them the real sufferers. Nevertheless, it is believed that the demand for soft-finished fabrics is of more than a transitory nature. The wearer wants them because of the combinations and effects that can only be produced in this class of goods. The danger of too great a demand for the wool goods is that there may be difficulty in supplying it. It is said in the markets now that some of the larger buyers are buying worsteds—they say to protect themselves in the event of a shortage which they anticipate.

There are two fields in which worsteds are still in quite strong demand—one is in the cheaper grades where adulterations are expected and therefore condoned, and the other is in the extremely high grades where there is no effort to make the cost of the goods fit the cost of the completed suit. It is in the great middle class, where reliable goods at a cost consistent with the price at which the completed suit to be sold is necessary, that worsteds have been practically prohibited by virtue of the facts as they exist. The opinion is expressed, though, with reference to this, that worsteds are more strictly summer goods, while woolen goods are more adapted to winter wear. Of two fabrics of the same weight, one from each class, the worsted appears the lightest. Worsteds will probably form a more prominent part of the next season's line, and those who have stocks of them now need feel no apprehension. As a retail buyer in the market says, "Worsteds will move as soon as the sun shines."

There have recently been advances in several lines of woolens. There is a prospect that another season will witness a reduction in worsteds, it being rumored that some orders are now being taken at ridiculously low prices, indicating a desire to keep the mills going. This will affect prices on all lines another season.

Nothing more need be said about the styles of the present and the approaching season. There is no present noticeable waning of popularity of the single-breasted sack, that being about the only style, with a few variations; but looking into the dim future one may see some changes that may realize or may disappear like a mirage.

The leaning toward the English natural shoulder effect—a narrower shoulder—seems to be apparent, and a little in advance of it comes the narrower, though not extremely narrow, trousers. Both the wide athletic shoulder and the peg-top or semi-peg-top trousers originated with the college youth, and were affected by the younger element, and ultimately in a measure by all men. Now the more dignified are requiring the regular cut trousers that prevailed before the peg-top came into use. The cutaway is coming in for a hopeful share of commendation. It is said to be the logical medium between the frock and the sack, and as such will gain favor with professional men who require something different from the commonly used sack, but for whom the frock is impracticable.

The braided edge coat is meeting with a measure of favor.

The latest application of the name "chantecler" is to a cloth which has some very pronounced colorings, such as red, green or brown.

The report that the clothing specialty business is better than it has been for some seasons past is supported by manufacturers. While it is admitted that fancy waistcoats for a few seasons have not sold as well as formerly, it is asserted that this particular line is creating new interest. All lines of clothing specialties are said to be selling well, and especially noticeable is the sale of the rubberized coats. One manufacturer expressed the opinion that a great many more men are wearing striped worsted trousers, fancy waistcoats with either black or blue coats, than for some time past.

In all, the clothing business can be said to be satisfactory.

MEN'S WEAR MARKETS

From the raw material to the finished garment.

CLOTHING FOR LITTLE MEN.

THERE is in this industry a more noticeable tendency than ever before toward "trading up." In the past few years the style feature of boys' clothing has been given more attention. This element of the business has been dwelt upon at some length in former reports, so it will suffice to say that the business has not yet reached the goal it is expected to reach.

There was a time when only the cheaper kinds of fabrics, some of which were made especially for the purpose, and others which were too poor for the manufacture of men's and young men's clothing, were used for boys' clothing. Now about the same cloths are used.

A welcome improvement in this department of trade is evident. The general prosperity of the business is attested by the fact that during the past few weeks preparations have been made by one new firm to go into it and others have provided larger quarters. It is said that salesmen who are now out with the fall lines are sending in very satisfactory orders, and from these it is surmised that the higher-priced goods are gaining.

Reports from various sections of the country are to the effect that retailers enjoyed a satisfactory early spring business. Stocks were early reduced and quickly replenished. Then followed a short period, extending over the past fortnight, during which business was not up to expectations, but this is attributed to the weather, which has been very unfavorable to any spring lines.

Considered from the fabric standpoint, about the same conditions which affect the men's lines affect the boys.' Accordingly there has been a severe and radical change in the nature of the fabrics used in the manufacture of this apparel. The cheviots, cassimeres, homespuns and soft-finished fabrics are principally in demand, although worsteds are slightly stronger in boys' lines than in men's, because of the wearing quality.

The double-breasted Norfolk is now recognized as the leading style, while the single-breasted coat is second. Suits with two pairs of trousers are selling well.

A report would be incomplete if it failed to record the wash suit business, which has been excellent; it must also be noted that khaki suits for boys are creating considerable business. The style of coat is the Norfolk, and they come in knickerbockers and in long trousers with cuffs. Novelty suits in rough rider and postman style are also extensively sold.

ACCESSORIES MOVING FAIRLY WELL.

ACCESSORIES have been fairly active, though not unusually so. Their movement has been steady, but of a nature that manifests no signs of any extraordinary improvement. Manufacturers have had a moderately successful season, one which has, in fact, shown a decided and noticeable improvement over the business of the preceding year. Few novelties have been introduced and no radical changes for better or worse have been reported in any lines.

There has, however, been recorded a marked advance ment in the materials used in the manufacture of suspenders. Rubber used for this purpose now costs the suspender manufacturers in the neighborhood of $3.60 a pound, an advance of about 95 cents within the last few weeks. This virtually means, according to the manufacturers, that, to keep within the limits of the cost of production, the quality of webbing must necessarily be reduced, which has already actually occurred in some factories. To-day, so it is claimed, the webbing entering into the manufacture of the 50-cent article possesses but little, if any, superiority over that which was formerly offered in the 25-cent grades, and, in fact, some manufacturers declare the quality is no better. To meet this advance and the slight rise in the prices of leather, makers have begun to eliminate leather ends from the 25-cent goods and use cord ends instead on some kinds, while on others woven cotton fabrics similar in shape to the leather parts have been substituted. Furthermore, silk webbing is making way for mercerized cotton in the higher-priced goods. Prices on these different products are not yet finally settled and are still subject to advance, though none is looked for immediately. If a merger is effected among the copper interests—a proposition that has been seriously considered of late—it is believed that an advance will be made in the cost of metals used in the manufacture of these articles. The higher-grade suspenders have not felt the effects of these changes and their present quality will be maintained, it being only on the cheaper grades that a reduction in quality has been and still will most likely be made.

Practically all the spring and summer goods have been delivered, and the manufacturers are now turning their attention toward making preparations for the holiday trade.

There has been no change in the belt market. Most manufacturers were covered with contracts for this season before the advance in leather went into effect. Tan, gray and black in plain designs are most in demand, and the 50-cent goods are going better than the 25-cent grades. A belt novelty recently brought out is the tongueless buckle belt.

MEN'S WEAR MARKETS

From the raw material to the finished garment.

KNIT GOODS CONDITIONS IMPROVE.

SINCE our last report conditions in the knit goods industry, especially on the manufacturing end of the business, have shown considerable improvement both in the amount of machinery in operation and the subsequent production of the plants. Labor in this line is more generally employed, and the good demand for operatives is evidenced by the large number of eastern mills that have advertised for help lately.

Spinning mills that manufacture yarns for the knit goods trade are nearly all running to their full capacity and a small number are behind on orders, according to certain reports of late. It is the full fashion hosiery mills that are doing the best business, some of these being compelled to run overtime to fill orders on hand; and the mills making high-grade cotton, mercerized and silk goods are fairly busy on orders for immediate delivery. Some of the mills making a coarse grade of seamless hosiery are not operating all of their machines.

Many important questions are scheduled for discussion at the convention of the hosiery and underwear manufacturers to be held in Philadelphia May 23 to 27. During the past few weeks there has been a scarcity of lightweight underwear and mills continue extremely busy on goods for immediate deliveries. This condition has been partially due to the fact that jobbers refused to place their orders as early as usual, holding off in the hope of a possible reduction in the price of goods, with the result that deliveries could not be made by the manufacturer as early as desired. Sweater mills are also rushed with orders for fall goods and are running to full capacity in most instances. With the large jobbing houses business is fairly active in the underwear departments, more so than in the hosiery departments. Retailers are enjoying a good demand for high-class goods; hosiery in lisles and silks and fancy colors is beginning to move with more regularity.

CONSERVATISM REIGNS IN THE NECKWEAR MARKET

THERE is a notable lack of jubilance among manufacturers of neckwear and tie silks, and an analysis of the situation would seem to indicate that, taken in the aggregate, the business is not up to expectations. April shipments were smaller than for the same month a year ago, but this is explainable. Early Easter required early shipments, so all orders were filled in March. A few back orders and some orders taken by salesmen who went out early in April constituted April shipments, thus precluding a possibility of their equaling those of a year ago. But aside from this there is much complaint heard among neckwear manufacturers and jobbers, who ascribe the condition to various causes. It would seem that this industry is undergoing something of a revolution, and during the process is a little unsettled. Some complaint is heard in the markets that retailers are too conservative, buying less at a time but oftener, manufacturers saying this upsets their advance calculations. By others this is encouraged, they taking the position that in the aggregate the amounts are greater, and the retailer instead of showing new lines twice a year shows new lines six times a year. Some figures of sales by the week since the salesmen started out show a little increase, this embracing all lines of neckwear, including the tubular and the knit. Taking these out of the calculation a decrease is reported in cut silk lines, showing that these new forms have made inroads into the business on cut silk ties as well as into public favor.

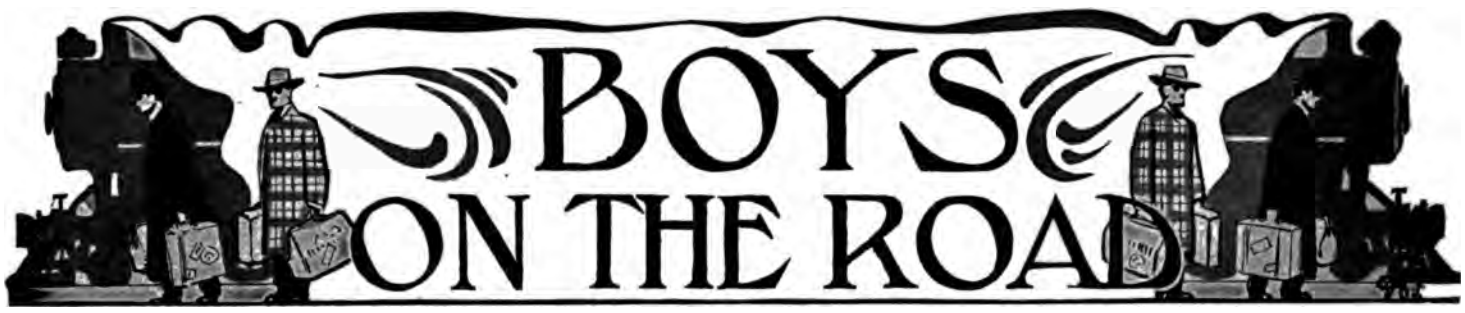
About these forms the opinion is expressed that tubular woven ties are meeting with favor in some sections of the country, while in others they seem to be losing ground, but the manufacturers claim increased business, especially on the heavier weaves. It is said, too, that the cheaper forms of knit ties are falling off, while the better grades are recognized as a permanent part of the industry because they fill a definite niche.

It is somewhat early to expect much fall business on neckwear and a few styles now being shown are meeting with only a fair demand, most merchants postponing such purchases until salesmen call with their complete fall lines—which will not be for several weeks, indications pointing to June.

Probably the most encouraging tendency in this industry is the slow but certain return to the fancies. The opinion is expressed that figures are now coming into use, and this seems to be borne out by present showings in retail shops.

A few of the more striking designs shown now are the shepherd plaids, which are obtainable in numerous combinations. Whether or not this can be looked upon as a forerunner of plaids, the opinion is expressed that plaids are most certainly coming back into use; not the small plaids, but the larger, which will be a welcome innovation.

Scarfs and handkerchiefs to match, and ties with socks to match, are creating more than a ripple in the business. Batwing styles are being offered by many manufacturers, it being argued that this shape of tie is the logical one for summer. Persian patterns are also expected to be in use for fall.



W. S. Smith, of Carter & Holmes, left last week for a ten days' trip through the East with his firm's line of specialties.

B. A. Ehrlick, house salesman for Jacob Meyer & Bros., Chicago, specializing hosiery and underwear, will also call on the city trade.

R. J. McDonnell, the "King of Ireland," is making Kansas and west Missouri for the Fechheimer-Kiefer Company of Cincinnati, selling "Blue Ribbon" clothing.

Boys' Clothing Salesmen Sending in Good Orders.—Samuel W. Peck & Co., New York, report that excellent orders for fall goods are being received from their traveling representatives.

Engage Another Salesman.—Hughes & Bradley, manufacturers of men's cravats, Philadelphia, have added J. Woolman to their selling force. He is now on the road covering Ohio and Indiana.

New Shirt Line in Boston.—J. Irvin Barnett has taken the Yankee shirt, which he will represent in New England, keeping the same office which he has been occupying in the Merchants' building, 77 Summer street, Boston.

John Georger With Joseph Knopf & Son.—John Georger, of Rochester, N. Y., has joined the road selling force of Joseph Knopf & Son. His first trip in this state was a very successful one, and he is enthusiastic over the outlook for the remainder of the season.

George Williams, of Woodhull, Goodale & Bull, Syracuse, N. Y., Goes With Chicago House.—George Williams, with Woodhull, Goodale & Bull, clothing, and formerly with the Roberts, Wicks Co., Utica, will go with Ed. V. Price & Co. of Chicago, representing the latter in New York and some of the New England states.

Good Shirt and Neckwear Orders from the West for Fall.—A. W. Levy, representing Freezer & Cohen, shirt manufacturers, and Stanton Bros., makers of Windsor ties, New York, returned last week from his western trip with well-filled order books. He left at once for New York and Pennsylvania, representing the same concerns.

Randolph & Co. Appoint New England Representative.—J. H. Cooper has just been appointed New England representative of Randolph & Co., New York, importers of English haberdashery. Mr. Cooper will make his headquarters in Boston, having a permanent office at one of the hotels. C. A. Morrison is now in the middle West, and A. M. Gregory on the Pacific Coast for Randolph & Co. Both report excellent business. Randolph & Co. are now carrying shirt lengths of English goods in stock. Cheviots are rapidly jumping into popularity, they say, more particularly outside of New York.

W. C. Bloom Company Add Salesmen.—W. C. Bloom Company, manufacturers of the "Diamond Brand" waistcoats, at 42 East 12th street, New York, have engaged the services of Dick Baren, who was formerly connected with Joseph Yeska. He will cover Pennsylvania and the middle west. The following representatives will show a complete fall line in their respective territories, starting the early part of May: The Canadian Importing Co. covering the Canadian territory; Sam Schwartzman, the South; W. B. Elias, Southwest; H. W. Lewine, Texas, and Will Bloom and I. B. Horner, of the firm, will cover their regular territories, Mr. Bloom taking Philadelphia, Baltimore, Washington, Richmond, Norfolk and New England, and Mr. Horner, New York, Pennsylvania and part of Ohio.

L. Brodzak Now Representing Roggen Bros. & Co. in the East.—J. I. Barnett, formerly the eastern representative of Roggen Bros. & Co., shirts, New York, has been succeeded by L. Brodzak, who will represent the company there with a large line of negligee band and collar shirts and flannels.

Henry Harris Appointed Clothing Buyer for Gimbel Bros., New York.

HENRY HARRIS, clothing buyer for Mandel Bros., Chicago, has been appointed buyer of clothing for Gimbel Bros.' New York store, which is scheduled to be opened in September. Mr. Harris will assume his new duties shortly.

Mr. Harris has been with Mandel Bros. about two years. Before that he was vice-president of Bonwit, Harris & Co., in New York, which discontinued in August, 1908. Prior to

that time Mr. Harris was clothing buyer for Siegel, Cooper & Co. of Chicago, succeeding Samuel Bachman. He was with Siegel, Cooper & Co. for about twelve years. Mr. Harris is well known in the clothing trade in the principal markets.

Bernard Gimbel, of Gimbel Bros., confirming Mr. Harris' appointment to the Philadelphia representative of this publication, spoke of Mr. Harris in the highest terms, saying he was one of the best-known clothing men in Chicago and that his reputation was just as high in New York.

THE "CLOTHES SHOW IDEA" GROWING IN FAVOR.

The Recent London Exhibition Seems to Indicate the Growth of This Idea on Both Sides of the Atlantic—The Largest and Best Known Houses of England Were Represented at the London Show.

The Clothes Show Idea Seems to Be Growing in Favor on Both Sides of the Atlantic.

A MUCH larger number of exhibitors were represented at the Third Annual Clothing and Outfitting and Allied Trades Exhibition at Royal Agricultural Hall, London, England, which closed April 28, after a run of ten days, than were found at either of the two previous exhibitions.

Previously trade exhibitions in London have been rather scoffed at by the more conservative English firms invited to participate, and although the first clothing and outfitting exhibition was not supported with the same amount of spirit of progressiveness and co-operation that was to have been expected, these prejudicial opinions have now entirely disappeared or, at least, are entirely suppressed, and the International Trade Exhibitions, Ltd., the promoters of this third annual show, apparently had little difficulty in filling up the hall; in fact, space on the main floor was at a premium.

The Royal Agricultural Hall is situated in the northern section of London and is easily accessible from all parts of the city. Although lacking the imposing outward structural features of the Madison Square Garden of New York or the Coliseum of Chicago, and with an entrance by no means impressive, the main hall—or great hall, as it is called—is of imposing size, measuring three hundred and eighty-four feet in length by two hundred and seventeen feet in width. A spacious gallery runs around the hall, with more than ample head room, and as on the main floor, there was very little, if any, space that was not utilized. The main hall is reached through a long, wide arcade with an entrance on Upper street, and is divided off with eight-foot aisles between exhibiting spaces, with sections, called bays, extending around the floor beneath the gallery.

Best Selling Models Kept Out of Sight.

A fair example of the latest 1910 spring and summer models and ideas in men's furnishings was to be obtained, although in most instances the exhibiting manufacturers were wont to show only a small number of their models to the public, keeping their best selling ideas behind the closed-in office spaces. During the first week, especially, fairly large crowds, composed both of those interested in the trade and the general public, attended. The visitors themselves did not represent the best-dressed Londoners, and the new fashions there to be seen were only to be gleaned from the exhibiting showcases. Several of the large hat manufacturers exhibited, the display for the most part being made up of straw hats of the model that will undoubtedly be worn by the general public. The majority of these hats were high-crowned and narrow-brimmed "boaters" that have been popular here for some years. It is understood that in the higher class trade the best selling hat will be that modeled after the shape that has been so popular in America for the past two seasons—rather a low crown with broad brim.

Among the hat manufacturers that exhibited were: Gaunt & Hudson, Ltd., London; W. Macqueen & Co., Ltd., London; H. Fair & Co., London; Vyse, Sons & Co., Ltd., London, Horace Slade & Co., Ltd., St. Albans; Herts, and Dixon & Oldham, London.

The display of men's furnishing goods by the majority of the best-class manufacturers was the most prominent feature of the show. The exhibitors of this class of goods, it will be recalled, included: Welch, Margetson & Co., Lloyd, Attree & Smith, E. & G. Berry, Bryce & Weston, Knight & Petch, Young & Rochester, and R. H. & S. Rogers, Ltd., while included in the names of manufacturers of men's furnishings dealing with the retailer carrying medium price goods were: H. T. Greenlaw & Co., Tubbs, Hiscocks & Co., Ltd., S. Rosenberger, Coats & Co., and others.

Shirt and Collar Displays.

There was an extensive display of collars by all of these houses, and it was interesting to note that the wing collar and the fold collar were about equally displayed. Fig. No. 1 is a line of the best selling collars, shown by Bryce & Weston, and illustrates the class of collars that are selling at the present time in England. The two upper collars in this photograph are popular models for evening wear. Nearly all houses in London are not only showing but predicting that the soft fold collar, either in white or colored silk or white and colored linen, will be worn extensively this summer with the safety pin. There was to be seen at the show a great variety of evening dress shirts, both with plain linen and pique bos-

WAISTCOAT, SHIRTS AND COLLAR STYLES DISPLAYED AT THE LONDON SHOW

Figure 4.
A Piqué Dress Shirt.

Figure 3.

Figure 5.
A Corded Shirt.

Figure 2.

Figure. 1.

Figure 3.

sand dollars was appropriated by the company to produce the effects and display the articles at the show.

Manufacturers Represented.

Several manufacturers whose lines of merchandise are sold by the stores of Stumpf & Langhoff were represented with booths at the show. Among the firms represented were Cluett, Peabody & Co.; C. Stern & Mayer, New York; Ferguson, McKinney Company, St. Louis; Excello Shirt Company, New York; Spitz & Schoenberg Brothers, Chicago, and E. Kuppenheimer & Co., Chicago.

The Stage on Which Living Models Were Shown.

Living Models at the Show.

Opposite the entrance to the Hippodrome a large stage was erected, with a background of mirrors. Before these mirrors the living models paraded, showing the garments at every possible angle.

The group of models included a Pajama girl—not Bonnie, who won fame at the Chicago show, but another fair model.

Buster Brown and his dog Tige were there for the amusement of the children. Friday was Children's Day at the show and a special program was arranged for their benefit.

Nothing for Sale at Show.

No goods were on sale at the show, and the admission to the Hippodrome was free of charge. As an extra inducement to draw out the crowds drawings of articles of clothing and accessories were held, each party in attendance receiving a number as he entered the building. Clauders' orchestra, one of Milwaukee's famous musical organizations, was engaged to play during the three days of the show.

Practical Displays.

A clever method of displaying and proving the practical advantages of the cravenettes and waterproof coats shown at the show was the grouping of these coats around a fountain, which threw sprays of real water over them.

One of the Manufacturers' Clothing Exhibits.

Another display, showing the practical use of a garment, was that of the children's rompers. Little groups of pickaninnies and white children were shown in a booth playing in piles of sand while wearing these garments.

The Attendance.

The attendance at an exhibition of this character, where the publicity appeal is to the consumer, is ordinarily a criterion of the success of the show, and the large attendance at the Milwaukee show will undoubtedly give Stumpf & Langhoff and their six stores a considerable amount of profitable publicity. The attendance on the opening night was over 5,000, and on the second night of the show this figure was increased to 11,000.

FRANK LEWALD.

Frank Lewald, head of the wholesale jewelry house of F. Lewald & Co., died at his apartments in the Metropole Hotel, Chicago, May 2. The cause of death was diabetes. Mr. Lewald was fifty-four years old at the time of his death. He was born in New York City in 1856 and was the son of Dr. Solomon Lewald, a well-known physician. He came to Chicago when a boy and for a time was engaged in the sign painting business.

He afterward became connected with the Weber Grocery Company, for which firm he traveled several years.

In 1879, in St. Louis, he founded the firm of F. Lewald & Co., men's jewelry. The firm moved to Chicago in January, 1883.

In 1902 the business of F. Lewald & Co. was changed to a stock company. His widow will continue to hold his stock and there will be no change whatever in the management or the concern on account of Mr. Lewald's death.

For the past six or seven years he has not been actively engaged in the business, but has traveled extensively in Europe and this country.

He was a great lover of out-of-door life and a genial man, who numbered his friends by the score.

THE EFFECT OF THE DEATH OF THE KING OF ENGLAND

(Continued from page 54.)

try by frequently placing his stamp of approval on innovations, there are some who contend that his dominating influence in matters of this kind restricted to a great degree the individualities of others, and that with this restricting influence removed, the future will see a larger number of recognized fashion leaders, with a corresponding increase in new ideas in men's wear circles, and consequently wider scope of business.

The most extraordinary view, and one which is not at all as far fetched as would seem at first glance, is that which will be expounded by the fashion publication, Man's Book, in its June issue, now on press. This publication will suggest the striking viewpoint that, with King Edward laying down the style scepter, the opportunity is presented for an American and the American people to take it up.

To those who have recently been abroad, there is noticeable a change in the development of the fashions of the world. It is no longer alone England that dictates these. Through the personality of the king, and the respect in which he was held throughout the world, coupled with his natural inclination toward matters of men's dress for a period of many years, from the time he was a young man, the Prince of Wales, his natural instinct-liking for clothes and the proper dress at the proper time has caused him to be followed in such matters. With this great influence of the king and the natural formality and aristocratic bearing of the large class of well-bred Englishmen, it gradually became the custom of many people to look to England and London as authoritative in men's dress. But with the enormous wealth and progress of the United States, with the great increase in travel—this present year breaking all records, according to statements made by prominent steamship company officials—and with the greater ambition, activity and culture of the American, the American man and his dress and other social ideas have been more largely considered everywhere, and his influence on dress more and more felt.

Man's Book is spending more time, effort and money to learn and make known the trend of things styleward in men's wear than most other publications of its kind, and therefore the advanced position which it takes at this time in pointing out the possible opportunity for America, with its enormous wealth, with its great traveling public, and with the commanding position it occupies in the affairs of the world, to dictate the fashions of the world in the matter of men's clothes is not so sensational as it at first seems. American fashions have made tremendous strides in the last decade.

It was only last week that the president of the greatest bank in America made the statement that for many years he had bought his clothes in New York and had given up having them made in London. The Man's Book will point out that the opportunity exists, and now will the man present himself to grasp it and to further forward the American supremacy? Suppose that an American of the international popularity and importance of President Roosevelt were to throw his full influence into this matter of American pre-eminence in the way that King Edward did for the English?

As was pointed out in the May issue of the Man's Book by Frederick Townsend Martin, "The manners of our people, as I have here described them, suggest to me that we have come to the end of an epoch. We have passed from youth to manhood."

America is paying more to-day for designers of men's clothes, more for ideas and information along these lines, than any other country in the world. Therefore, why should she not in this sense come into her own?

The opinion is endorsed by several well informed men that the demise of King Edward might have the effect of losing for London some of its prestige as the men's fashion center of the world, the reason advanced being that his successor to the throne, King George, is lacking in the originality, good taste and initiative of his father—at least in this direction—and that he will not attempt to assume the leadership in fashions the late king held for so long. True, several retailers and manufacturers said they did not believe the king's death would have any effect whatever on styles and coloring in this country, stating that the styles here are original and not copied from London, but this was the opinion of the minority, the majority of those questioned by our representatives agreeing that the quietness in dress that will prevail in Great Britain for many months to come will percolate to this country, and naturally more or less influence styles here. The point was made that, while the subjects of the king will wear mourning, or dark colors, out of respect to their late ruler, the cause will be forgotten after a period in America, but the demand for more somber clothes, either grays, black and white mixtures or other quiet cloths, will, nevertheless, be based on the fact that they are being worn in London.

In support of this argument several men recalled the great demand in this country for black and white cloths about one season after the Charity Bazaar holocaust in London several years ago. The bazaar was conducted under the auspices of royalty, and the fire that broke out, while it was in progress, it will be recalled, caused the loss of many lives. England took to wearing black and white cloths, and it was not long afterward that the demand for the styles was greater in this country than probably ever before. The introduction of the coronation cloth, a fabric of red and black mixture, ranging from plain effects of bannockburn to bold stripes and plaids, was also referred to as an illustration of the quickness and sureness of America to take up a basic London idea of men's dress. This was nine years ago, and while the coronation reds never became popular here because of their striking effects, the instance serves its purpose.

Men who observe closely the fashions of London hold that in late years King Edward's influence upon dress has not been as great as it was when he was Prince of Wales, when his word on social matters was an unwritten law. One of the latest and most startling innovations King Edward introduced was the frock coat in colors, such as gray, green and blue. The king was always fond of colors, and the great popularity of the green hat and the matching of colors in different articles of men's wear has been credited to him. And yet, beyond such striking instances of the king's initiative and influence on men's attire, well-bred Englishmen have been as a whole for many years so proverbially well dressed that it is the belief of men close to English fashions that the king's death will make little difference in their apparel, except, as before stated, in colors, which will be more subdued.

"Man's Book," the authoritative magazine pertaining to men's apparel, had an article on English court dress in its issue of April, 1909, which dealt with the garments worn by King Edward on formal occasions. In connection with the present subject, this article is particularly appropriate. In part, it read:

"No one disputes the fact that as Prince of Wales, the present King of England was the leader in men's fashions, and that his mode of dress was followed by the smartly dressed man the world over. Although not as changeable in his ideas of dress as he was before his ascension to the throne, the king is still considered a criterion of dress by many, and a goodly portion of the smart younger element of British society now watches and follows any changes he may make in the articles of his wear. This is especially so of the court set, which, although not considered the most exclusive in Eng-

land; is the set that still retains, and probably will always retain, the greatest amount of the public's interest.

"King Edward was always a fastidious dresser, and as he grows older there is no visible laxity on his part in this regard. In England, where he has undoubtedly risen in the public estimation to very nearly the height attained by his mother, the Queen, he is beloved of all his subjects, and the world in general is not backward in giving him his due. He is now considered one of the foremost diplomats of his time, always doing the right thing at the right time, never speaking publicly other than in quiet, conciliatory manner, and winning for himself a world-wide reputation as a lover of peace and a leader in peacemaking among nations."

Many Canadians and other British subjects in New York donned first mourning for their late ruler on Saturday and the immediate effect of King Edward's demise was noticeable.

As affecting dress worn at his majesty's court, the court mourning prescribed with the authority of the Lord Chamberlain is as follows: "When a period of court mourning is announced every wearer of uniform or court dress must wear a black crape band three and one quarter inches wide above the elbow on the left arm, except in the case of the clergy and the legal profession, who wear special court mourning. No indication of mourning is worn with evening dress and the white bow neck tie is always used. Black gloves are only worn when special orders are issued by the Earl Marshal or Lord Chamberlain."

The opinion of one man, the buyer of one of the exclusive furnishing goods houses on Broadway, and who has made a study of the effect of English styles and customs as pertaining to the fashion of other countries, considered that the death of King Edward VII will have a direct bearing on the color of clothes and furnishings not only in England but in other countries as well. "It is known," said he, "that many English creations for years originated from styles emanating from King Edward, that he set a pace which was followed by leading men's apparel merchants. Not only the fact that he was a king, but the personality of the man, a man who was liked by all his subjects and others, stimulated the inclination on the part of merchants to follow new suggestions presented by him. And it is on account of this personality more than anything else that the changes due to his death will be radical, diverging from the loud and flashy to the more subdued, and for some months even mourning. Black, therefore, will maintain a stronger position in the dress of men than it has for some time, and grays in the more somber shades will be worn in increased proportion. Instead of wearing colored scarfs, blacks will be worn largely by the best-dressed men in London, from which center most of the men's styles come. This will be reflected, of course, in other countries, and in a short time. I believe those will be the prevailing colorings for, say, a season, when in all probability dark and rich purples will be introduced as a sort of half mourning in neckwear."

Questioned regarding the likelihood of London's losing ground as the fashion center of the world, he said: "I don't think so. England has the reputation of producing the best cloths that are made, and the London man is, without a doubt, considered from the standpoint of correct dress, the most particular. This national reputation alone, regardless of the death of one who set the fashion of a nation, copied by other countries, will maintain for London the position in the world of style and dress which it has held for so many years."

Several other furnishing goods men corroborated the statements made by the buyer referred to, and only in one or two cases was it thought that the king's death would have no bearing on the styles and colors of men's furnishings. One prominent furnishing goods retailer expressed the opinion that the adoption of black neckwear will be almost immediate and that black goods will in a short time be at a premium. He said that the debt of respect which the universe feels toward the late king will be shown by the subdued mode of dress which will become the vogue.

Large importers of neckwear, on the other hand, stated that the death of King Edward will have little or no effect on the colors of neckwear worn in this country, although Englishmen generally will wear black and white or gray for the next few months. They also said on this subject that an effort has recently been made to have the retailers push novelties in neckwear and relegate plain colors to the background, adding that the consumer is showing a desire for novelties, and that these are better from the standpoint of the trade.

Hat manufacturers differ somewhat as to the result on the colors of hats. One manufacturer stated that there would undoubtedly be some effect, but nothing more than the further use of the plain, subdued blacks, which, he said, are the most popular under any circumstances. When questioned as to the effect on the use of the gray derby, the soft green with a bow in the back, and other such novelties, the demand for which followed the style of the late king, he said that would probably be a phase which would not be very much affected, in that there are not enough of such styles worn by the well-dressed man at any time to mark the change, if there is any.

Another hat manufacturer, commenting on the situation, said: "There will be absolutely no effect as far as I can see. I don't think that this or any other market will seriously consider any change in the style or shape or color of hats."

Regarding the question of the possible effect of the death of the king upon the color scheme of the future in men's wear, the piece goods market is very much divided in opinion. However, the majority incline to the belief that it will not make any material difference at once. That browns will be abandoned in England is not doubted, and that it may have a sympathetic effect on that color and light grays over here is admitted to be possible. However, houses with a reputation for novelties and for the different changes in fashion have already set about preparing for the contingency. An inquiry from foreign sample houses is now on foot in some quarters for "Queen's Mourning," a black ground with white twist effects of silk. Something very close to this has been included in fall lines already. Of course, ultimately some influence must be felt upon colors in this country if foreign styles are followed, for without a doubt colors on the other side of the water will grow darker. The influence of foreign styles is said to be growing less and less, however, and for this reason some think it will not be felt at all.

One of the best-known selling agents who has a reputation for styling and color effects, and to whom the trade looks for the newest fashions, said: "There is no doubt but that it will cause some change, but it is too late to do much this season. Such events cause changes of fashion. However, it is late for this season and too early for next season for a big run on anything. Under circumstances such as these, black grounds with indistinct dark gray mixture stripes are worn. If the illness of the king had been protracted, and there had been more time to think of an innovation, we would probably be able to do something more, but coming, as it does, between seasons, without warning, it is too late for the current season and will be an old story by the time next season comes around."

As we go to press a cable direct to us from Paris states that London black stocks are completely sold out, indicating that the demand for this class of cloth in Paris in enormous. This cable bears out the statements that black goods would be at a premium. London is in somber attire, and wholesale dry goods houses are besieged by shopkeepers for black ties and gloves. All bright-colored goods have been removed from the windows of every store and black substituted.

MEN'S WEAR MARKETS

From the raw material to the finished garment.

THE PIECE GOODS MARKET.

INSTEAD of improving its position—as many have not hesitated to say that it would, even going so far as to state a time at which the bettered condition would be in force—the piece goods market has assumed a less active condition than has been the case at any previous time this season. At one time duplicates gave promise of increasing, but of late they are smaller and less frequent than at any previous period. It is obvious that the buyer is declining to anticipate future wants and is covering on sales only. This is proved by the fact that if a duplicate for three pieces of a style that is going fairly well is received to-day, an order for one piece of the same style is received for several succeeding days. The hopes of the worsted advocates are at as low an ebb as before.

While there has been some increase here and there in duplicates on this class of goods, it is a settled fact that woolens are the vogue, and although there may be insufficient machinery on woolens for the normal consumption, it is perfectly clear that it will be able to take care of the demand unless there is some radical change. Practically all of the woolen machinery is well taken care of now, although many mills could do much more than they have done. In worsteds, however, the slump is the greatest ever experienced by this branch of the industry. Inquiry for heavyweight stock goods is met with in the market, and also for lightweight stock goods —providing next year's dating can be secured as well as a proportionately low price. Otherwise there is little or no market at all for them.

The serge market is a little nervous, but that is always the case at this time of the year. However, there are those who still confidently predict a big business in a short time; on the other hand, many not only express the opinion that this season is a closed book, but also feel that next season does not promise to be a sinecure. Raw materials do not give promise of weakening sufficiently to make possible the production of worsteds on a price basis in line with the notions the buyer has of what he wants to pay. London wool sales have simply evened matters up instead of coming lower, as was hoped. Domestic markets are now lower than foreign markets, which condition cannot last long.

In the layouts for spring a number of small, neat effects are noticeable. Stripes of one kind or another are plentiful, however. Browns are featured in spite of the fact that there is no demand for them locally this season. At best it is a warm color better adapted to the heavyweight wear for which it was put out.

THE WOOL MARKET.

WOOL is dull, and prices are unchanged, although in foreign markets wools have been steadily advancing. It is hoped that the firm opening of the London wool sales has arrested the downward course of wool prices in the United States.

The American support, heretofore largely instrumental in forcing rising prices abroad, is now lacking, owing to the depression among the woolen manufacturing industries here. The United States last year took an abnormal proportion of Europe's surplus wool at a time when the foreign woolen and worsted trade were extremely busy, thus the supply there has been comparatively reduced, hence the foreign price stability. The lack of American support so far has not been a perceptible influence.

THE WORSTED YARN MARKET.

THE duplicate heavyweight business in men's wear and dress goods worsted yarns has continued to be of extremely light volume, and the buying of such light weight yarns has so far been restricted pretty closely to sample orders. The prices at which this recent trading has been accomplished have been the lowest of the year, as there seems to have been no halt to the active competition of some sellers for business at almost any prices. These rates are offered, of course, almost solely on spot yarns, and those to be delivered in the very near future, which goes to show that such concessions are largely the makeshifts of a dull period and are not viewed as likely to last for long.

Just now, however, these grants look extreme and unwarranted, too, to judge from the small bookings they attract. Sales of 2-40s, ¼-blood, have been reported at as low as 97½ cents and $1, while 2-36s, ⅜-blood, in the same way, have been moved at from 85 to 90 cents. These figures are far below any ratings that conservative spinners recognize in naming their nominal quotations for yarns to be spun, but they are actual selling prices of the past few weeks.

It must be remembered, though, that the yarns that figure in these transactions are of a varied assortment and often of doubtful quality and condition.

THE COTTON YARN MARKET.

THE actual trading in cotton yarns continues to be light. There seems to be plenty of business possible on a lower basis than holders are disposed to consider, but it is a question whether inquirers wouldn't wait for still lower rates if they got the ones they are now asking for.

There seems to be very little pressure on consumers to compel them to make purchases, and when they do feel such urging, they make only the slightest possible response in most cases. The inquiry for yarns from many directions has been fairly good for several weeks, but the volume of actual business has not enlarged materially in the meantime. Dependable ratings for yarns are very hard to give, as the present costs of raw material and of production seem to be unimportant factors in the current valuations. The position of Egyptian yarns is an extreme instance of this sort. Some spinners have Egyptian cotton that cost them around 22 cents, instead of 32 or 35 cents, as would have been the case more recently. Some holders of this cheap cotton have tried to sell it and so get a sure and quick profit out of their investments. Others have wanted to work such staple up into yarns, to sell at prices much under those based on present raw material figures.

The southern yarn situation is suffering greatly from excessive supplies of spot offerings. The recent comparatively firm position of spinners with respect to yarns to be spun, therefore, has not strengthened actual selling rates noticeably. The latter are still irregular and weak. Even at the latter figures, too, consumers are averse to making any important purchases. The selling basis for ordinary southern skeins has gone off a bit, if anything, during the past ten days.

BUSINESS NOTES

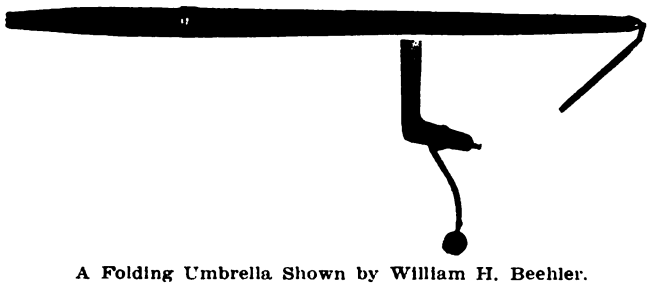
Hugh Lyons & Co., Lansing, Mich., manufacturers of store equipment, will in the near future erect a building which will give increased space to their cabinet and papier mache departments, as well as their general office.

Bird, Jones & Kenyon Pushing Their Padlock Brands—Bird, Jones & Kenyon, makers of sporting clothes and the Padlock brand of trousers, overalls and shirts, Utica, N. Y., are pushing the latter brands through the middle western states. The firm has not curtailed its capacity because of an additional output of sporting garments. O. E. Chastain of Cleveland, Ohio, has recently been engaged by the firm to push the Padlock brands in Ohio.

Jacob Miller, Sons & Co. Place Another Factory in Operation.—Jacob Miller, Sons & Co., manufacturers of shirtings, and also makers of the Eagle shirt, Philadelphia, have just started another factory in operation. It is understood that they intend to materially increase their output in the near future. They report business as being exceptionally good, and that they have enough orders on hand to keep them going to full capacity for some time.

Cluett, Peabody & Co.'s "Shirt Week" Reported as Very Successful and Will Be Repeated—At the Chicago office of Cluett, Peabody & Co. it was stated that the before noted plan of a Cluett "Shirt Week," conducted by their customers simultaneously throughout the country, had worked out with wonderful success, and would be repeated some time. It was further said that the customers saw the advantage of co-operating with Cluett, Peabody & Co. in their plan. Evidence of this co-operation is coming into the Chicago office in the form of copies of newspapers in which the customers' ads appear, and photos of some attractive window displays that have been used to supplement and support the printed advertising.

William H. Beehler of Baltimore, said to be the oldest umbrella house in America, is offering to the trade a new folding umbrella, which, while a novelty in umbrellas, is by no means a novelty umbrella; for the entire Beehler line, embracing men's and women's umbrellas, is made in the folding style, as shown in the illustration, and is sold without any increase over standard prices. The Beehler folding or



A Folding Umbrella Shown by William H. Beehler.

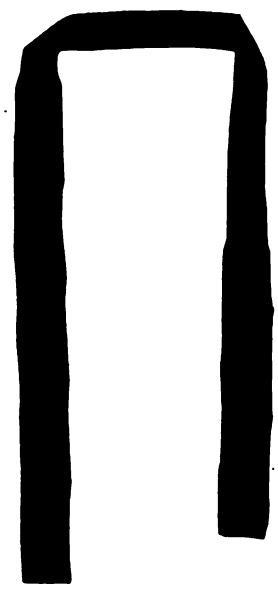
suitcase umbrella comprises the detachable handle feature and a rod that folds over at the point where the ribs are joined to the rod. This folding feature is obtained by a screw joint, so constructed and reinforced, the makers say, as to make the umbrella stronger than with a plain rod. The umbrella is without complicated construction, extra weight or bulkiness. All of the above qualifications give the dealer some excellent talking points.

Wachusett Shirt Company Bringing Out a New Line.—The Wachusett Shirt Company, Leominster, Mass., which has always made the Wachusett brand of men's shirts, has put on the market a new brand of shirts, to be known under the name of Whitney brand, which will be priced at $12 and upward. The firm says the increasing volume of its business in all lines renders it important for it to feature a new production for the fine trade.

I. Saperstein, manufacturer of children's clothing at 692 Broadway, New York, has moved to 622-624 Broadway, where they will have ten thousand square feet of floor space.

Tesser Bros. Discontinue Manufacture of Clothing.—Tesser Bros., 691 Broadway, New York, have discontinued the manufacture of young men's clothing, and will in the future specialize in mill end pants, making a complete line.

A knitted tie with a bias stripe is one of the latest developments in this division of the neckwear business. The method of manufacture, so the maker states, is patented and in possession of himself. Numerous combinations of this tie can be had, also in self colors. They will retail at 50 cents as soon as they are placed on the counters. Levy & Co. of Philadelphia, makers of "Colonial" cravats and "Colonial" hosiery, are its sponsors.



At Selfridge's Store, London, there is a large dial with a face like a clock, and which acts as a weather vane. It flashes different colored lights according to the varying win.. that blows and makes a very startling advertisement.

Jos. Klein Company Open Another Permanent Office.—Jos. Klein Company, manufacturers of boys' pants, 116-18 Broadway, New York, in addition to their offices already established in the different localities, are now in the Rochester market showing their line, with a permanent address at 127 St. Paul street, with Norman Levison.

Louis Kirstein, of Stein-Bloch Company, Off for England—Louis Kirstein, of the Stein-Bloch Company, of Rochester, N. Y., sailed April 26 for England to see customers. It is stated that their foreign trade has increased very fast since the first Stein-Bloch clothes were sold in London, and that the subsequent efforts of competitors to sell American clothing has rather stimulated the business of the first American wholesale house to enter the foreign field. Mr. Kirstein is accompanied by Charles Meyer, buyer of linings for the house, who is also a good model to show different styles.

Alfred Benjamin & Co. Report Increased Business for Fall—In discussing business conditions with Harry G. Hochstadter, of Alfred Benjamin & Co., New York, a reporter for this paper learned that the house has booked the largest volume of fall orders and by far the greatest number of new accounts in any season in the history of its business. Mr. Hochstadter said that while perhaps the business is only normal with the regular trade, their increased volume through the new accounts opened and the normal business from their regular accounts was exceptionally gratifying to the company at this time.

Returned Salesmen Say Business Is Good.—Bert Sanger, who sells clothing for Hershberg & Co., Rochester, N. Y., is home from his trip in Ohio. He says he found trade very good, especially on the "Trijusto" overcoat, every dealer seeming to prefer an adjustable collar on his overcoats to the regular cut. Lester Garson, who represents the same house in Pennsylvania, was also in for a brief respite, and he, also, was enthusiastic over his sales. He believes that fall retailing in that state will be the best in years, and bases his opinion on conversation with a number of well-posted dealers.

Claims Permanent Shoulder Point Is an Exploded Theory.—By a new method (patent applied for) employed in the cutting of the pattern, it is claimed by the inventor of the process, C. J. Larkin, Boston, it is possible to move the shoulder point at will without destroying the balance of the coat. Under the new method, as will be noted in the accompanying sketch, when cutting a fabric with either a striped or checked pattern, the vertical stripes can be made to pass over the shoulder parallel with the shoulder seam, instead of swinging toward the neck, as the inventor of the new method points out, is now the case with every single garment made.

These lines can also be continued unbroken down the back, making one continuous stripe from front to back.

It is further claimed that to effect this change from the old method does not require any additional cloth, neither does it add materially to the cost of manufacture, considering the improved appearance which is obtained. An extra amount of care, it is stated, is all that is necessary in one or two vital points, and that this, if given, will obtain the results shown.

Fall Orders of David Marks & Sons, New York, Ahead of Last Year.—Isaac H. Levy, of the firm named above, who returned from the road for a few days last week, stated that his firm's total fall orders to date exceeded in value those on hand at the corresponding date last year. Mr. Levy is now on the road again, completing his fall trip. The firm's traveling men, it is stated, are doing particularly well on the line of men's suits to retail profitably at $15, which are going very freely.

The Nipson System Acquires Additional Space.—The Nipson System, New York, makers of young men's clothes, 628 Broadway, has taken possession of a loft at 560 West Broadway, with over twenty-five hundred square feet of floor space. This will allow of their taking all of their machines out of their present location at 628 Broadway, and will also permit removing the examining department to the new address, thus giving space for the additional required stock room in the Broadway establishment.

The head of a large laundry concern in the South Kensington district, a prominent residential section of London, England, while talking to a representative of this publication at the London Clothes Show, made the statement that during the season practically one out of every dozen collars that passed through their laundry bore the name of Cluett, Peabody & Co.

Herman Wile, After Three Weeks' Trip, Optimistic for Fall Trade.—Herman Wile, president of Herman Wile & Co., Buffalo, N. Y., manufacturing clothiers, returned from a three weeks' trip to the middle West and East with optimistic reports of the outlook for fall: "Never in my experience have I sold so much merchandise in three weeks," said Mr. Wile. "Business is picking up, and I feel that next fall will see the retailers in better shape all around."

The Star Knitting Company, Grand Rapids, Mich., have recently added several new finishing machines and have materially increased their output.

The Sanitary Knitting Company, Grand Rapids, Mich., have doubled their capital stock and will install additional machinery and increase the number of their employes.

Wm. H. Hartmann & Co., makers of the "Harto" ear muff, have placed orders for new machines for forming the spring wire of their ear muff. These machines will greatly increase their output.

The clothing and hat cabinets shown in the reproduction of the recently remodeled store of the Richard Brink estate, Grand Rapids, Mich., were made by the Welch Manufacturing Company. The showcases and shelving were the work of the Wilmarth Showcase Company of that city.

Earl & Wilson's New Shirt Factory.—The factory being erected at Berlin, N. Y., for the firm named above will be ready about July 1. It will be used for the manufacture of shirts exclusively, and will have a capacity of about two hundred dozen shirts per day. The firm is also making extensive alterations in the old Columbia Knitting Mills in Troy, N. Y., and expects soon to take possession of the building, which will give them an addition of 63,000 square feet, which they will use for storage and shipping of collars, cuffs and shirts.

Dreeden Bros. to Start Manufacturers' and Agents' Business in Dallas, Texas.—E. A. Dreeben, who formerly conducted a retail furnishing goods, hat and shoe store at De Ridder, La., will engage in the jobbers' and manufacturers' agency business in Dallas, Tex., with his brother. They have as yet not decided where their office will be located, but it is their intention to cover thoroughly the states of Texas, Louisiana and Oklahoma with twelve to fifteen men. E. A. Dreeben is at present in the New York market trying to get lines to represent, and is stopping at Hotel Woodstock.

If the Chantecler Craze Continues.

At the Seaside. —Judge.

James McCurrach, Jr., and David McCurrach, of McCurrach & Smith, Chicago, neckwear manufacturers, were in New York last week, stopping at the Prince George Hotel.

M. Wile & Co. in New Factory.—M. Wile & Co., Buffalo, N. Y., have removed to their new factory on Swan street. One of the pleasant features of the occasion was the presentation to the firm by the employes of a large flag. It is of yellow bunting with the firm's trademark, "Clothes of Quality," worked on in large blue letters.

Start Advertising Campaign in Elevated.—Kreis & Hubbard, umbrella manufacturers, Chicago, have started an advertising campaign in the elevated trains. Their first card advertises the "K & H" detachable umbrella handle and explains how by removing this handle and slipping it in the pocket, when not in use, the theft of the umbrella would be prevented.

Entering the "Blue Ribbon" Ranks—Valentine & Friggoil of Pittsburg, Kan., are now handling a complete line of "Blue Ribbon" clothing. Welsh Bros. of Lyons, Kan., have added "Blue Ribbon" to their line of up-to-date clothing. C. C. Sells of Lehigh, Kan., will carry "Blue Ribbon" clothing in future, and the Baldwin Cash Store of Baldwin, Kan., is also entering the "Blue Ribbon" ranks.

Wilson Bros. to Bring Out a New Piped Edge Tie—Wilson Bros., Chicago, will bring out a "new edition" of a piped edge, solid color four-in-hand, which they first introduced to the trade in 1898. It was only manufactured during that year and was afterward withdrawn from the neckwear lines. The tie is made of rep silk in various shades, and is piped along the edges in a contrasting shade.

Reports Good Belt Business.—Frank A. Freeman, of the Pioneer Suspender Company, Philadelphia, states that the firm's belt business for this year is practically double that done before. He thinks that freak belts, such as belts with pearl buckles, high colors, novelties, etc., have had their day. The firm is selling mostly staple blacks and grays. Mr. Freeman also stated that high-grade goods, such as those retailing at 50 cents and upward, are selling best. The firm's new garter, the Featherweight, he says, is selling well, and twice as many machines have been put on the making up of this garter as it was anticipated before the season opened would be needed.

A. Stein & Co., Chicago, are advertising in the elevated trains for sewing machine operators to make "Paris" garters, stating that they will give the girls steady work in the "pleasantest factory in Chicago."

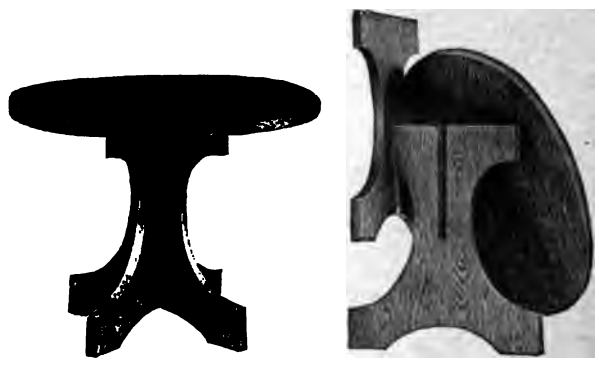
Frisbie, Coon & Co., manufacturers of shirts, collars and cuffs, Troy, N. Y., state that there is no truth in the rumor that they intend to give up their Chicago office and salesroom at 316 Franklin street. W. E. Toon, who, as previously reported, was recently appointed their Chicago manager, will continue to conduct the salesroom at that location.

Men's one-piece bathing suits with skirts are being strongly featured in a large catalogue just issued by Blum Bros., Bavaria Knitting Mills, Chicago. The suit consists of the regular one-piece or union suit, with skirt sewed on at the waist and extending to the knee, thus combining the convenience and ease of the one-piece suit with the propriety of the two-piece.

Earl Heckler, founder of Heckler, Santee & Co., recently incorporated as the Columbus Neckwear Company, Columbus, Ohio, has announced to the trade that he has severed his connection with the above house and is now manager of a special department with the Cleveland Neckwear Company, Cleveland, Ohio, where he will continue the same line of silks heretofore sold by him, blacks, whites, grays, plain colors in bengaline and other popular weaves. The new department is now taking orders and will be ready to begin making shipments at once.

***The Cleveland Neckwear Company** of Cleveland, Ohio, has received so many inquiries and requests for samples from the "Canal Zone" and adjacent Latin-American countries that they have just sent their Mr. L. K. Jordon to Panama with a full line of samples. At this house it was stated that frequent export shipments of the "Puresilk" brand are made to dealers who were attracted by the illustrated advertisements in this journal, and that in most cases where sample orders had been shipped, reorders have followed from time to time. Distance, transportation charges and, in some cases, duties, add materially to the usual difficulties of building up trade, but the ingenuity and enterprise which have made it possible for the Cleveland Neckwear Company to advertise itself as "the leading neckwear house of the middle West" will, no doubt, enable it to make a success of this new venture.

The collapsible pedestal, shown in the accompanying cut, was recently introduced by J. Edwin White, Grand Rapids, Mich. Designed on the lines shown in the cut, it is easily set up and taken down, and occupies very little space when not in use. It is built in two heights, 18 and 30 inches, the latter making an excellent sale table for small merchandise.



A Collapsible Pedestal.

Baltimore, Md.—William H. Beehler, Incorporated.—William H. Beehler, manufacturer and retailer of umbrellas, 22 West Lexington street, Baltimore, has incorporated as William H. Beehler, Inc., with an authorized capital of $200,000, divided into 2,000 shares. The purpose of the company is to deal in umbrellas, parasols, canes, etc. The incorporators are: William H. Beehler, Malcolm Moore and William B. Levy.

Business Conditions Reported From Various Centers.

Business Improved During the Fortnight and Retailers Are Hopeful.—Colors and Fabrics Selling.—Few Cut Price Sales

NEW YORK CONDITIONS.

Better Feeling Created by Increased Business Last Week—Weather Still a Drawback.

THERE was a much better feeling prevalent in the retail clothing and furnishing trade last week than for the few previous weeks, although business was only a trifle better. The increase, small as it was, had the effect of brightening the spirits of merchants all over the city and filling them with hopes for a good spring season, after all. The principal cause of complaint during the week was the lagging of the real approach of warm weather. Still it was apparent to the casual observer that there was a bit more animation in the various stores, both uptown and downtown; not a real snappy animation, but enough to cause a stimulus to trade in general, and the results were clearly manifested in the feeling of optimism expressed by dealers.

Trade for the last month or so has held out such disappointing prospects that some of the stores even started cut sales of some of their lines to reduce their stocks, which looked as if they had come to stay. This, however, was only in a few instances, as the general feeling among the better merchants is to hold off the cut-price sales as long as possible.

Some shirt sales were held during the week, and showed beyond a shadow of doubt that the consumer could not be pushed to buy. There were no more shirts sold where these sales were held than when they were up for sale at the regular original price. It seems clear that the consumer is still buying just what he wants and nothing more. Everybody in the trade is still looking forward to a good season. It is felt that it must come, on account of the slow buying during the early part of the season.

Clothing probably felt the increase more than other lines during the past week, as the dealers report fair sales. Furnishings were a little behind the clothing sales, but were said to be on the increase. Children's clothing was not active, keeping up with the pace that has been set for the past month, but hardly any more. Hats were slow sellers. The season is approaching for the wearing of straws, and felts are falling behind. Some straw hats are being sold, one dealer stating that about one to two dozen a day would about average the sales last week. Some of the stores have had sales of Panama hats, and these helped the hat departments of the stores materially. From the indications at this time, it is apparent that Panamas will be popular this season for all around wear. In another week or two, the straw hat business will be on the boom, May 15 being now the accepted date in this section for the introduction of straws for the season.

McIntosh, S. D.—Blumer Clothing Company will open store here.

THE WEATHER THAT GREETED THE FIRST OF MAY.
Spring—"I thought he had gone."—Chicago Record-Herald.

CHICAGO TRADE.

Improvement in Business Shown, and It Is Believed Will Continue Satisfactory.

IN obtaining the opinion of the trade with reference to conditions, it is found that there are some who are always ready to report satisfactory business, while others are always disposed to say that it is not what it ought to be, but it seems to be the consensus of opinion throughout the retail district that the improvement will now continue.

The trade seems to be gauged entirely by the weather; the more pleasant it is the more people are to be seen, which fact apparently shows an anxiety to buy which only the weather has prevented. For several days conditions have been favorable, and expressions of pleasure are now heard in most of the stores over the improvement. The department stores are noticeably the first to feel the improvement, and following closely upon them are the men's and women's apparel stores.

Clothing stores dealing in men's lines only report a satisfactory revival of business, although it is noticed that some inducements are still necessary to coax out the money that has been allotted to spring clothing, and the late spring cut prices have already appeared in some shops. While they attract some to buy, most people know that the price-cutting will probably become more prevalent from now on, and those who are not actually compelled to buy will wait for lower prices.

One assistant clothing buyer, discussing this phase of the situation, expressed the opinion that not more than one-half of the spring clothing that will be bought this spring has already been purchased, and to begin the price-cutting now will prove disastrous to the spring business.

One of the most notable of the special sales was one conducted by the basement cloth-

Fashions Going Up.—Maurice Ketten in Chicago Journal.

ing department of a department store. The price quoted for a lot was $12.50 a suit, and they were said to be all that a maker had left of this season's styles, and to include cassimeres, homespuns, crashes, cheviots, tweeds, unfinished worsteds and light and dark worsteds. In the lot it was noticed, however, that the worsteds predominated.

Furnishing dealers report satisfactory trade and especially good business in underwear. Shirts are meeting with heavy demand, and in a few instances there are some reduced prices quoted.

However, taking into consideration all the conditions and indications, there is more to be optimistic about than otherwise.

Friday the weather was clear, but on Saturday it rained.

CLEVELAND REPORTS.

Weather Has Depressing Effect on Retail Trade—Manufacturers Expect Big Fall Business.

THE disagreeable weather which has prevailed for the past several weeks has made its impress upon business conditions in this city. This is the more so because of the fact that the first few weeks of the season were full of sunshine and active business. Cold rains and cheerless days characterized the last weeks of April and the first few days of May, with a corresponding depression in activity.

Clothiers state that they have done comparatively little business and some of this has been forced by specials, though it is early in the season for price cutting. Just the past week a handsome blue serge suit was seen in one window priced at $17.50.

There is a continued demand, so far as demand goes, for the different shades of gray. Although tans and browns are occasionally shown in the displays, few of them have been sold in comparison with the shades mentioned. Blue serges have sold to some extent, but as yet the weather has not been an inducement toward buying either blue or gray serges.

Furnishings have been inactive, but little inducement in the way of prices has been offered the public so far. Merchants realize that the weather will be seasonable yet for these goods and will sacrifice none of them, unless conditions change for the worse.

Manufacturers state that their orders indicate a big business for fall delivery. Of course, there has been some hesitancy about buying of late, but not enough to indicate any particular weakness in the market. It is possible that the only effect will be to lengthen the trips somewhat and occasionally make second visits necessary.

Chicago, Ill.—The Window Dressers' Association of Chicago.—The third annual excursion and picnic of the association will be held at Glenwood Park, June 5.

MEN'S WEAR.

ROCHESTER CONDITIONS.

Retailers Disappointed But Not Disheartened by April Business—Big Sale of Raincoats.

IN spite of the general unflattering trade reports from many sections of the country, Rochester clothing manufacturers say they continue to get good orders for fall clothing from their salesmen. One of them remarked that he would rather get orders of the size that are coming in than larger ones that might be canceled or curtailed later. While he is not exactly optimistic he is not so much down in the mouth as some are, and says that he believes that the promised big crops will not all be drowned or frozen out, and that when the speculators have ended their campaign to bear business there will be a steady and sustained reaction in favor of the upside.

It is now so late in the season that most houses have given up receiving any considerable duplicates on light clothing, and it is the general impression that dealers, with seven weeks of the season ahead of them, will be able to clean up their stocks so well as to feel more enthusiastic over the fall possibilities.

One large manufacturer says he is watching the fabric market closely and does not yet perceive any positive indications of any recessions of importance in prices of good cloth. He believes that the mills are preparing to spring some surprises at low prices, but says that the woolen market will remain firm because of the relation of supply and demand, especially as each day brings evidence of an increasing divergence between these two essential facts that ultimately must fix prices. He says that big dealers who understand the situation are buying according to their requirements, and it is only the little fellows who are holding back a part of their orders.

Dealers are disappointed with their April sales, but not disheartened. It rained nearly every day in Rochester for a fortnight and the air has been too chilly to tempt men to put on lightweight clothing. This has resulted in an enormous sale of raincoats and slip-ons, one house saying that its sale of these goods in the past ten days surpassed any previous six months' volume.

There is a distinct revulsion against the lightweight cassimere suits. One big store manager took down ten styles of worsted suits that he is retailing at fifteen dollars and said to the writer: "These are good enough for me and so they are for my customers at the price they are sold." He added that much depends on knowing how to buy clothing for retail stores. "There are always places," he went on, "where clothing can be bought that will give all the wear a man has a right to expect at $15, but it won't, of course, have as much fine tailoring as most dealers like to see in the clothing they put on the backs of their customers. But, don't you know," he asked, "that medium tailoring to-day is better than the best was ten years ago? A man who does not know how fast good tailoring has progressed is satisfied now if his suit holds up as well as it did ten years ago, and so we don't get any kicks on this $15 all-worsted merchandise."

A MATTER OF DOUBT.

Freddie Fishface—"Well, girls! I've come to say good-by—I sail for Europe to-morrow!"
Girls (in chorus)—"How perfectly lovely!"
Freddie aforesaid—"Er—for you—or for me?"—Judge.

CINCINNATI CONDITIONS.

Cold Weather Affected Business.

COLD and blustering weather nearly all last week had a lessening effect on trade in general. Saturday, however, was a trifle warmer and consequently the retail district took on more life. Clothiers and furnishers report a satisfactory business, notwithstanding the changing and unseasonable weather conditions. Certain stores report a heavy increase in the number of brown suits sold so far this season. In the early part of spring, grays were in greatest demand, but now browns seem to have the call. Blue serge suits are also meeting with ready sales.

The spring underwear sales are far behind what dealers had expected.

WEATHER HELPED WASHINGTON, D. C., TRADE TO INCREASE.

FAIR and warmer weather last week helped to increase trade in our lines to a very appreciable extent. Clothing dealers report a much better demand for the spring lines, which is expected to increase materially as the season advances. Fairly brisk business was the portion of the dealers in men's furnishings, while department store trade likewise picked up to some extent.

SAN FRANCISCO TRADE NORMAL.

TRADING in textile lines was seasonable last week, and retailers reported conditions normal. The early rush for spring clothing has been satisfied, and demand now is of routine character. Gray continues the favorite color. Jobbers report interior orders coming in quite freely.

NEWS OF THE CLOTHING TRADE

Chicago, Ill.—Annual Business Show. Capital, $5,000. Incorporators: A. A. Worsley, T. F. McNulty and B. E. Smyers.

Chicago, Ill.—S. J. Sanus, designer for the Falls City Clothing Company, Louisville, was in Chicago recently, spending a few days at his home here.

Chicago, Ill.—Mueller & Edelstein to Move.—Mueller & Edelstein, wholesale clothiers, 238 East Madison street, have moved to the ground floor at 234-236 Market street.

Oshkosh, Wis.—New President of Oshkosh Clothing Manufacturing Company.—E. H. Steiger has been elected president of the Oshkosh Clothing Manufacturing Company, succeeding Leander Choate, deceased.

New York, N. Y.—Ritt & Knopp Dissolve.—Morris Ritt and Abraham Knopp, doing business as Ritt & Knopp, clothing manufacturers, 752 Broadway, have dissolved. Mr. Knopp will continue the business.

New York, N. Y.—Levi Hershfield, of L. Hershfield & Bro., to Retire Shortly.—It was reported recently that Levi Hershfield, of L. Hershfield & Bro., clothing, 622 Broadway, will retire from the firm within a few months.

Chicago, Ill.—Michael Kohn & Co., manufacturers of and dealers in boys' clothes, have leased the seventh floor of the building at the southwest corner of Congress and Peoria streets for a term at an annual rental of $15,000.

Chicago, Ill.—Official Announcement of Next Wearing Apparel, Textile and Fashion Show.—The National Trade Show Company has issued its official announcement and diagram of the second wearing apparel, textile and fashion show to be held at the Coliseum from July 30 to August 6.

New Haven, Conn.—J. H. Edgerly Withdraws From Clark, Bowditch & Edgerly and Will Re-enter the Clothing Business Here.—J. H. Edgerly, formerly with Clark, Bowditch & Edgerly, furniture, etc., announces his retirement from that firm and his re-entry into the clothing business, in which he was formerly interested, and invites the trade to his temporary quarters, 990 Chapel street, formerly occupied by Greuner Bros., the tailors.

New York.—J. Gumpel & Son Lose Leases on Two Eighth Avenue Stores; Will Open Others Shortly.—J. Gumpel & Son anonunce that they have lost their leases on their two Eighth avenue stores, at 533-535, near 37th street, and 767, corner of 47th street. They advertised at special sale at their other New York stores and in Newark, heading some of the ads. "Gumpel in a fix." Mr. Gumpel declared that two new stores will be opened shortly, but said he could not divulge their locations now.

Chicago.—Bernhard & Co.'s Stock and Lease Reported Sold to Putnam Clothing House.—A concern which will operate under the name of the Putnam Clothing House is said to have purchased the stock and lease of Bernhard & Co.'s downtown store, 131 South Clark street, which was opened three years ago. A firm composed of C. M. Babbitt and Fred Heath formerly operated at this location under the name of Putnam Clothing Company, but the new firm, Putnam Clothing House, does include these men.

New York, N. Y.—Jacob and Leo Wallstein to Commence Business.—Jacob and Leo Wallstein will commence the manufacture of clothing at 103 Bleeker street shortly. Both partners will continue their respective business in Jersey City.

New York, N. Y.—E. A. Josephi Sails for Europe.—E. A. Josephi, of Alfred Benjamin & Co., sails for Europe. While on the other side Mr. Josephi will visit principally those cities where Alfred Benjamin & Co.'s clothing has been introduced, as well as other cities where he expects to place the company's clothing.

St. Joseph Mich.—Frank Lopker Soon to Become a Benedict.—The engagement is announced of Frank Lopker, senior member of the clothing firm of Lopker Bros., St. Joseph, to Miss Etta A. Sullivan of Toledo. The wedding is set for early in June.

New York, N. Y.—B. Bernstein & Son to Discontinue.—B. Bernstein & Son, manufacturers of clothing, 626 Broadway, are discontinuing business. The firm is composed of Barnet and Edward Bernstein, and has been in the clothing business for twenty-five years.

Chicago, Ill.—Klee Bros. Purchase Building They Occupy.—Klee Bros., clothing, furnishings, etc., proprietors of two stores in this city, have purchased for $54,500 the four-story building which they occupy at the corner of Milwaukee avenue and Division street, from the Nelson Beardsley estate.

Topeka, Kan.—Attorney-General Rules That Women May Wear Men's Trousers.—Governor Stubbs has received a letter from a widow at Oswego asking permission to wear men's trousers while at work in her home. The letter states the widow is supporting a large family, which necessitates outside work, and that in wearing skirts she is badly handicapped. The letter was turned over to the attorney-general, and that official ruled there was no law prohibiting a woman wearing men's trousers, especially if she were the head of the house.

Binghamton, N. Y.—Will Increase Present Lines and Add New Ones.—The Binghamton Credit Parlors, clothing, 31 Court street, will take a larger store at 9 Court street. Joseph Pulitzer, the owner, says he will increase all lines and add new ones.

Chicago, Ill.—Marshall Field Left $79,262,658 After Taxes on Legacies Were Paid.—The net value of the estate left by Marshall Field is $79,262,658, according to an estimate made public when Judge Rinaker of the County Court entered a decree in the inheritance tax litigation, which has been appealed to the Supreme Court.

Bridgeport, Conn.—Leases New Store; Will Add New Departments.—Ceaser Misch, Inc., men's, women's and children's clothing, 1116-1118 Main street, has leased the main floor and basement of a new store at the corner of Main and Golden Hill streets and will occupy it about July 15, adding men's and women's furnishings and several other departments. The branch store here has been established nine years, and is managed by H. W. Walder.

St. Louis, Mo.—Salesmen of the J. S. Wolff Clothing Company Guests at Dinner Given by Colonel Dave May.—The salesmen of the J. S. Wolff Clothing Company, 503 Washington avenue, were guests at a recent banquet at the Planters' Hotel, given by Colonel Dave May, of Hart, Schaffner & Marx, Chicago. The object of the dinner was to promote good-fellowship among those present, and was the result of a very successful year's business by the Wolff concern.

Springfield, Ill.—Returns from Trip to Study Styles.—Mr. Marlowe, of the E. & W. Clothing Company, has returned from Chicago with new information and ideas about clothes. For ten days he has been studying styles and placing orders for next fall and winter in the salesrooms of Hart, Schaffner & Marx. With Mr. Marlowe in Chicago was Mr. Ennenga, founder of the chain of E. & W. stores, with locations in Freeport, Rockford and Sterling, Ill., and Sioux City, Iowa, aside from Springfield.

THERE'S A REASON.

Mr. Petite—"So Willie must have some new clothes, must he? Well, what I don't understand is why you can't cut my old duds down to fit him—the way my father's were cut down to fit me!"—Puck.

Danbury, Conn.—A. Frohman & Co., Dissolve, Gustave Levy Continuing.—Announcement is made of the dissolution of the clothing firm of A. Frohman & Co. Albert Frohman retires from the business, which will be continued by his former partner, Gustave Levy, who will retain the store which the firm has occupied for several years, and manage it under his own name. Mr. Frohman expects to remain in Danbury and is planning to engage in the clothing business in some other location, but as yet he has made no definite arrangements.

Worcester, Mass. — Besse-Bryant Company Enjoying Successful Season.—They say they are doing the largest business on men's and boys' clothing ever done in the history of their business in Worcester before.

Worcester, Mass. — Besse-Bryant Company.—They announce that they will handle Alfred Decker & John's "Society Brand" clothes.

Knocked into a cocked hat.—Puck.

New York, N. Y.—Evening Dress Rigorously Enforced at Concert.—The requirement that guests appear in evening dress was carried so far at the concert of the new Mozart Society at the Hotel Astor recently that those presenting themselves in street clothes were not admitted. The consequence was that the audience that listened to Christian Hansen, the Boston Opera Company's tenor, was unexceptionable in appearance, if somewhat smaller than it might otherwise have been.

Chicago, Ill.—Jake Rabinowitz on Western Trade Conditions.—Jake Rabinowitz (pants), New York, met here on his return from a western trip, said cold weather has affected the pants trade. Suits are being bought, and even suits are not going as well as they should. Overcoats, he declared, still cover a multitude of shabby clothes.

Chicago, Ill.—New Boys' and Children's Clothing House Opening About July 1.—Marc Newman, for twelve years designer for Becker, Meyer & Co., and the three leading salesmen, Manny Kohn, Ed Sheahan and Milton Stern, will be the partners. The new house will manufacture boys' and children's clothing in this city. The new firm will be known as Sheahan, Kohn & Co.

New York, N. Y.—E. A. Josephi Sails for Europe.—E. A. Josephi, of Alfred Benjamin & Co., sails for Europe. While on the other side Mr. Josephi will visit principally those cities where Alfred Benjamin & Co.'s clothing has been introduced, as well as other cities where he expects to place the company's clothing.

New York, N. Y.—Ritt & Knopp Dissolve.— Morris Ritt and Abraham Knopp, doing business as Ritt & Knopp, clothing manufacturers, 752 Broadway, have dissolved. Mr. Knopp will continue the business.

STANDING BY THE STANDARD.

Mr. Stuyvesant Bullion (thinking in an acquired but decided English accent)—"Bah Jove, if a gentleman cawn't attend a dinner without being seated beside a pauper who wears a black tie and probably hasn't a hundred thousand dollars to his name, then it's time for a gentleman to stay at home—bah Jove!"—Puck.

MEN'S WEAR.

Savannah, Ga.—M. and S. Alexander to Enlarge Overall Plant.—M. and S. Alexander, recent purchasers of the pants and overalls factory in Jones street, have announced their intention to enlarge the plant. They will supply the jobbing trade in the South and Southwest. The sales office of the concern is to be located in New York.

Springfield, Ill.—Macpherson & Edward Making Important Store Alterations.—Macpherson & Edward, department store, are making important alterations on their store building. An entirely new front is being put in, which will add greatly to the size of the show windows, in addition to other improvements throughout the store.

New York, N. Y.—New Clothing Manufacturing Firm Formed.—E. Reinberg, formerly of Cincinnati, and M. Greenberg, for a number of years in the jobbing trade in this city, have formed a partnership for the manufacture of clothing under the firm name of Reinberg & Greenberg, and have opened a place of business at 235 Mercer street.

Watertown, N. Y.—Great Wardrobe Clothing Store on the Market.—Announcement is made that the Great Wardrobe Clothing Store, 55 Public square, with its stock, lease, fixtures and other assets, will be sold. W. A. Montgomery, the president of the F. P. King

NO CAUSE FOR ALARM.

Traveler—"Here! Keep off! What the—"
Pullman Porter—"Don't shy, sah! It am on'ly de vackum-cleaneh, which hab supehceded de microbey whiskbroom in dis heah up-to-date car, sah!"—Puck.

Company, which has owend the business since the death of F. P. King, intends to engage in other business in the West. The store, which was founded fifty-four years ago, includes a custom department.

New York, N. Y.—Charles L. Ward Associated With Hansen & Shackleton.—Charles L. Ward, who for sixteen years was connected with Rogers, Peet & Co., as assistant manager of the uptown store, for two years buyer and manager of the clothing department of Wanamaker's New York store, and for the past year engaged in the real estate business, has become a partner in the firm of Hansen & Shackleton, 23 West Forty-second street. Mr. Ward will take entire charge of the ready-to-wear clothing department. The firm name has been changed to Hansen, Shackleton & Ward. It has been proposed to develop the ready-to-wear department and produce clothes along the lines brought out in the custom department, which was the start of the business. Hansen & Shackleton were both Rogers, Peet & Co. men.

MOTHER GOOSE VERY MUCH UP TO DATE.

It is understood that "the old woman who sweeps cobwebs from the sky" has discarded her old basket and broom and is now making use of an aeroplane and a nice new vacuum cleaner.—Judge.

Honolulu, H. I.—J. S. Spitzer, the Hub Clothing House, Honolulu, H. I., will return from his annual trip to Chicago and the manufacturing markets and expects to be home about the first of June. Mr. Spitzer reports business excellent in Honolulu and states that the government is spending a great deal of money in improvements, which is one of the helps to active business in their section.

New York, N. Y.—H. Cohn, of E. I. Blimline & Co., when asked regarding a rumor in the trade that the firm is contemplating retiring from business, said he did not know that any change would take place in any shape, but would be in a better position to make a statement in a couple of weeks.

Jersey City, N. J.—No Change in Bernstein & Co. Directorate-Meyer Lambert Not to Resign.—It was stated Friday that there was no truth in a rumor that a change would shortly be made in the directorate of Bernstein & Co., clothiers, of this city. Meyer Lambert of New York, who is a director of the company, denied that there was any truth in a report that he intended to resign.

Chicago, Ill.—The Hub Says It Is Doing an Unprecedented Business.—The first four months of 1910, the Hub says, have been record breakers. One of the reasons it gives for its statement that "each day this store grows stronger," is that "the latitude of selection offered here is unequaled; no other store in America displays 18,000 suits for the consideration of its patrons."

Chicago, Ill.—Paul Kuehn, Dry Goods, 927 Center Avenue.—This business is being inventoried, preparatory to being sold to John Loeffel, now of 1953 Sedgwick street, who will continue it at its present location.

FIRST DAY ON THE BLEACHERS.

Escort—"Quite a number of policemen out to-day."
Dear Girl—"I suppose they are here to keep the players from stealing bases."—Chicago Journal.

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TIME CHANGES EVERYTHING.

"Mirrors nowadays are very faulty. They don't make such nice mirrors as they used to when I was young."—Judge.

Baltimore, Md.—Planning Entertainment of National Association of Clothiers.—The Clothiers' Board of Trade of this city is planning an elaborate entertainment for the National Association of Clothiers and the National Labor Bureau of Clothiers, which, as noted, will hold their annual convention here on June 6 and 7. The convention will meet in executive session at the Suburban Club. On the afternoon of June 6, the members will be taken on an automobile trip through the suburbs and the surrounding country. At the Suburban Club in the evening a banquet, at which about 250 covers will be laid, will be given. The United States Naval Band will furnish music. On the afternoon of June 7 the visitors will be taken to Annapolis on a chartered steamer and will dine on the boat. The next day will be devoted to sightseeing.

Chicago, Ill.—Delegates From the City to Clothiers' Convention.—Local delegates to the convention of the National Association of Clothiers, which will be held in Baltimore next month, are Harry Pflaum, Louis H. Kohn, August Gatzert and Alfred Decker. The delegates from the National Labor Bureau of Clothing Manufacturers will include David B. Falter, Louis B. Kuppenheimer, Jacob Abt, Morris S. Rosenwald and M. J. Isaacs.

Boston, Mass.—Local Delegates to Baltimore Convention of National Association of Clothiers.—Delegates from the Boston Clothiers' Association to the convention of the National Association of Clothiers at Baltimore have been chosen, as follows: Lovell S. Snow, of the Thompson, Snow & Davis Company, 105 Chauncy street; Arthur B. Anderson, of the Barron, Thompson & Anderson Company, 36 Otis street, and John C. Welton, of the Sherman, Welton Company, 100 Chauncy street. The alternate delegate is Julius C. Morse, of the Leopold Morse Company, 137 Washington street.

Rochester, N. Y.—Delegates to the Convention of the National Association of Clothiers.—Rochester will be represented at the Baltimore convention by the following named delegates: To the National Labor Bureau—William T. Connor, Abe Dinkelspiel, Jacob Levy, Tobey Meyer, Herman Stern, Mortimer Adler, Max Holtz, Louis E. Kirstein, Joseph Michaels and Sol Solomon. To the convention of the National Association of Clothiers—Mortimer Adler, Max Holtz, Louis E. Kirstein, Joseph Michaels, Sol Solomon, William T. Connor, Abe Dinkelspiel, Jacob Levy, Tobey Meyer and Herman Stern.

Wyandotte, Mich.—March and April Business 50 Per Cent Better Than Last Year.—C. A. Roehrig, of Roehrig Bros., clothing and men's furnishings, states that their business during March and April of this year was fully 50 per cent better than that of last year, and if the year continues as it has started out it will be a record-breaker for them.

Chicago, Ill.—Building Formerly Occupied by Atwood Clothing Company Changed Hands.—The building at the northwest corner of Clark and Madison streets, which for the last eleven years has been used by the Atwood Clothing Company and which was recently purchased from Rogers, Peet & Co. by S. W. Straus, of the brokerage firm of S. W. Straus & Co., will after August 1 be known as the Straus building, and the first floor, which the Atwood Clothing Company has occupied, will be subdivided to suit tenants. The second floor, also occupied by the Atwood Clothing Company, will hereafter be occupied by the owners.

THE STOIC.

Promenader (who has been robbed of everything but his shirt)—"This is a happy opportunity! I'll take a sun bath at once!"—Meggendorfer Blatter.

Chicago, Ill.—Property Owned by Henry C. Lytton Leased for a Long Term.—Henry C. Lytton, president of the Hub, has rented to Lyon & Healy, musical instruments, the fifth and sixth floors at 207-209 Wabash avenue, for five years at a rental of $30,000 for the term. Mr. Lytton has also rented to the Ben Roth Jewelry Company for a term of five years the store at 252 State street.

The Amount of Cotton Used in the Automobile Industry.—Automobiles, it is estimated, require about a million bales of cotton annually, of which 300,000 bales are used in the manufacture of automobile tires and protectors, 35,000 bales for the manufacture of "leather" seats and cushions, 10,000 for the stuffing and upholstering, while the remainder is used for the manufacture of auto clothing, slip covers, insulating of copper wires, tool bags, tool rolls, waste and mercerized rain clothes. Millions of yards of duck 40 inches wide are used annually for the purpose of filtration of lubricating oils, while mostly every car owner has a canvas cover to put over his car while standing in the garage, and the lamps and other bright parts are covered in rainy weather with enameled waterproof covers.

Not Worth a Darn.—Puck.

MEN'S WEAR.

PARISIANS ADMIRE CLOTHING OF EX-PRESIDENT ROOSEVELT.

ACCORDING to a report, Parisians discovered a new cause of admiration for Colonel Roosevelt. Hitherto venting their enthusiasm on him as statesman, orator and peacemaker, they have now discovered that he is also one of the best-dressed Americans ever seen in Paris.

While the clothes which the colonel obtained when he reached civilization were above reproach, they were not particularly distinguishable from the general run of attire. But, according to the cabled description, his new frock coat and trousers for afternoon functions are the perfection of the tailors' art. "Absolutely without wrinkle or flaw the coat clings to the Roosevelt figure, throwing out the breadth of shoulders and the waist in a manner that made the French tailors envious. Then there is a new silk hat, with a jaunty slant to its straightness that has just a touch of the Hammerstein chicness, and that seems to fit the French surroundings with perfection.

"The same is true of the evening suit which he wore at the opera. The tails of the coat are of the latest straight lines, with a gentle curve at the bottom and without the usual ugly break. Many admiring comments were passed on the Roosevelt clothes."

Hudson, N. Y.—Max J. Grossman, men's furnisher, clothier and tailor, has enlarged his store and put in new fixtures, which enables him to carry the clothing stock hung up.

Boston, Mass.—Department Stores Sent Employes to Textile Machinery Show.—A feature of the show was the attendance of large numbers of the sales departments of the leading dry goods stores. Practically all the department stores in Boston have classes of their employes which they are instructing in salesmanship, and with an educational intent invited the members to attend the show. William Filene's Sons sent over 500 of their employes to see the show, while large numbers from the Jordan Marsh Company, R. H. White's and Siegel's in the course of the week attended the exposition.

New York, N. Y.—Gimbel's and Saks & Co. to Have Direct Entrances into the McAdoo Tube Station.—The new Gimbel store and Saks & Co. will have direct entrances to the Herald square "tube" station, which will be opened, according to official announcement, about October 1. The station will be connected by three large stairways with the basement of the Gimbel store; also by another stairway through the Gimbel store, landing passengers in Sixth avenue, near the corner of Thirty-second street. There will be another stairway under the elevated road in front of Saks & Co.'s store, and yet another under the elevated railroad stairway on the north side of the Gimbel store in Thirty-third street.

New York, N. Y.—F. W. Hahn Reports Good Outlook in San Francisco—Will Go Sparingly on Browns and Buy More Liberally of Cassimeres.—F. W. Hahn, buyer of boys', children's and young men's clothing for Roos Bros., San Francisco, who has been in New York buying his fall lines, states that the outlook in his city is very encouraging and that business in his department has been very good this spring season. He says that in making his purchases he will go very sparingly on browns, as his experience has been that this is a color that does not long remain popular. He also says he will buy more liberally of cassimeres and other wool fabrics, because worsteds are too high in price for the qualities offered.

FURNISHING GOODS NEWS

Fond du Lac, Wis.—The Doyle Glove Company, organized some months ago, will soon move into larger quarters.

Battle Creek, Mich.—English Woolen Mills Company of Chicago opened clothing store here, at 39 East Main street, with F. M. Frank in charge.

St. Louis, Mo.—Boyd's in Business Here for Thirty-four Years.—Boyd's announce that they will complete their thirty-fifth year of business in this city this fall.

Chicago, Ill.—New Store Reports Good Business.—Emanuel Starr, who recently opened a men's furnishings and hat store at Blue Island avenue and Twelfth street, reports business good so far.

Chicago, Ill.—Daily Distribution Not Curtailed.—Marshall Field & Co. say the cold weather has not curtailed daily distribution, showing that retailers buy conservatively for current wants.

Boston, Mass.—T. F. Flancey Goes With the Canton Glove Company.—T. F. Flancey will hereafter represent the Canton Glove Company in the Northeast. He was formerly with the Acorn Knee Pants Company, this city.

Philadelphia, Pa.—To Dicontinue Men's Furnishing Line.—Charles Spritzler, Twelfth street and Columbus avenue, who, as recently noted, added women's furnishings, will discontinue his men's furnishing goods department.

New York, N. Y.—Peck & Peck to Move One of Their Stores.—Peck & Peck, retail hosiery, held a sale at their 564 Fifth avenue store, before moving on May 1 to their spacious new store at 538 Fifth avenue, which they recently leased.

Chicago, Ill.—The Washington Shirt Company, who moved into the remodeled store at Dearborn and Washington streets on Tuesday, May 3, are about settled. They have been doing good business in the new store since they moved in.

Chester, Pa.—H. J. Innes, men's furnishings, has opened a store at 33 West Third street in addition to the old store, and is using the new store for the sale of hats exclusively. He expects shortly to put in a new front window at this new store.

San Marcos, Tex.—The Acme Manufacturing Company, the new furniture and showcase manufacturing concern recently formed, expects to be ready for operation by June 1. The company is incorporated, its stockholders all being local people.

New York, N. Y.—Weber & Heilbroner's Wall Street Store Being Discontinued.—Weber & Heilbroner's store at 14 Wall street has been discontinued, the stock being removed to other stores. The building in which the store is, will be razed shortly.

Chicago, Ill.—Store Owner Beaten and Robbed.—Joseph Broady, proprietor of the Twenty-sixth Street Bargain Store, 2606 State street, was beaten by a robber, who escaped after getting $45 in cash. A negro has been arrested, charged with the crime.

New York, N. Y.—Wallstein Bros. Commence Business.—Max M. and Jacob J. Wallstein have commenced the manufacture of pants at 55 Great Jones street. Max was formerly in the grocery business and Jacob was in the employ of H. Lipke.

St. Louis, Mo.—Paul E. Wolff Shirt Company Reorganized.—The Paul E. Wolff Shirt Company has been reorganized and the following officers elected: President, Paul E. Wolff; vice-president, Mr. Webster; secretary and treasurer, R. A. Stubbs. The last mentioned are members of the Carleton Dry Goods Company of St. Louis, which concern will in future sell the entire product of the Paul E. Wolff Shirt Company. Three new shirt factories will be erected.

Boston, Mass.—Colombo Shirt Company to Open Store at Waldo H. Covell's Location.—The stock of Waldo H. Covell, men's furnishings, 28A Huntington avenue, is now being sold and this location will be occupied by the Colombo Shirt Company about May 15.

Philadelphia, Pa.—S. H. Hamilton to Devote Entire Time to Furnishings Business.—S. H. Hamilton, men's furnishings, 2850 Kensington avenue, who was also interested in another business, has given it up and will now devote his entire time to the furnishings store.

Boston, Mass.—E. P. Buttinger Now in Charge of Fellows & Co.'s Office Here.—E. P. Buttinger is now in charge of the Boston salesrooms of Fellows & Co., manufacturers of collars and cuffs, of Troy, N. Y., succeeding Arthur H. Terrell, who died recently, as reported.

AN APRIL DILEMMA.

Before the shower Brown gave his umbrella to his new dog to carry; now he's afraid to ask for it.—Puck.

Chicago, Ill.—There was a report in this market that Gans, Nickoll & Ruscha, manufacturers of fancy vests, Milwaukee, would remove from that market to Chicago. It is authoritively stated by one of the firm that Gans, Nickoll & Ruscha will not move to Chicago.

Port Huron, Mich.—M. M. Stanton & Co. of Detroit to Manufacture Shirts Here.—M. M. Stanton & Co., manufacturers of shirts, overalls and pants, of Detroit, have leased the building at Seventh and Water streets for a period of five years and will begin manufacturing shirts here at once.

Dubuque, Iowa.—H. B. Glover Company Break Ground for New Factory.—The H. B. Glover Company are now breaking ground for their new factory, which is opposite the new building they are now occupying. They are at present running one factory in Dubuque and three factories in the surrounding towns, as well as occupying a seven-story office and warehouse in the heart of Dubuque. Their idea is to do away with their old factory in Dubuque as soon as their new one is finished. They contemplate making this the best-equipped factory in this line of business in the state of Iowa.

THE OLD ONE WILL ANSWER.

"I'm surprised at my wife telling me that I need a new hair brush. Why, there is just enough left in this one to keep the hair on my head slicked up."—Judge.

Rochester, N. Y.—Randall, Green & Baker Increase Capital.—Randall, Green & Baker announce an increase of capital from $7,000 to $12,000. Frank A. Randall is unprepared to state who the new stockholders are. Mr. Baker has sold his interest and is manufacturing neckwear in Buffalo.

New York, N. Y.—John German Appointed Manager of Dr. Jaeger's Sanitary Woolen System Company's Store.—John German has been appointed manager of Dr. Jaeger's Sanitary Woolen System Company's retail store at 22 Maiden Lane, succeeding Addison V. Dry, whose demise is noted in another column.

Chicago, Ill.—Imperial Shirt and Hat Company Closes One Store and Will Open Another.—The Imperial Shirt and Hat Company, men's furnishings and hats, who operate several stores throughout the city, have discontinued their Wells and Division streets store, and will open another at Clark street and North avenue.

Aurora, Ill.—H. D. Wagner to Be President of American Suspender Company.—H. D. Wagner, president of the Hinckley National Bank, is to succeed Milo Pierce, resigned, as president of the American Suspender Company. The other officers will be Elmer Young, vice-president; Joseph Sherer, secretary and treasurer, and H. N. Welcensang, superintendent.

Boston, Mass.—Annual Ball of the Henry Siegel Company Employes.—The Mutual Benefit Association of the Employes of the Henry Siegel Company held its annual ball recently. As usual, the public was invited by the association to attend the dance and thus aid in swelling the sick and death benefit funds. The entire proceeds of the ball go to this purpose, and the treasury of the association

COLLAR BUTTON.

Billy Bug—"Well, this is luck! Mary asked me only this morning to bring her home a piano stool."—Chicago News.

is said to be in unusually good shape, owing to the fact that there has been very little sickness among members of the organization during the past year.

THE COLD, GRAY DAWN OF THE MORNING AFTER.

Next Morning—"Niver another drop will I take. Whin I git so ossyfied thet I buy oranges on Saint Patrick's Day it's time to quit."—Judge.

Chicago, Ill.—Capper & Capper Advertise Pure Silk Half-Hose at 50 Cents.—Capper & Capper are mailing a card to their customers announcing a line of "pure silk hose at 50 cents a pair." In a postscript on the card they state: "Mr. Capper himself and three salesmen have tested the wearing qualities of this hose and pronounce it a most remarkable article at this or any price."

Chicago, Ill.—T. J. Cavey to Secure Store Adjoining His Present Location.—T. J. Cavey, men's furnishings, will secure the store at 80 Monroe street, adjoining his present place of business, which he was compelled to leave May 1. He will have temporary quarters in room 507, Adams Express building, 185 Dearborn street, for about six weeks, when his new store will be ready for occupancy.

Evansville, Ind.—The Evansville Journal, in its recent 62-page "News Booster Edition," contained a two-column cut of the new store opened by Edward N. Hill, hatter, haberdasher, tailor. Under the heading "Another Little Talk," Mr. Hill ran "locals" in the paper in addition to a two-column ad. In a recent issue of our paper we published a description and illustration of Mr. Hill's store.

Chantecler Bathing Suits.—The latest application of the chantecler characteristics is to bathing suits, reaching here by way of London, concerning which a prominent Regent street outfitter said: "We are laying in far more elaborate costumes this year, all in varying modes and colors, and if the present farmyard craze continues we hope for big things with a bathing suit that is handsomely decorated with the birds that have so popularized themselves through M. Rostand's play."

Chicago, Ill.—Tom Murray's Extensive Collar Display.—Instead of confining his collar display to any one window or an outside display case, Tom Murray displays a vertical row of collars on both sides of every one of his larger windows on the Jackson boulevard side of his store. The collars used as a window border in this way do not detract from the displays in the windows and take up little space. Using them at the sides of all the windows gives the collars very extensive showing.

Philadelphia, Pa.—H. Weintraub & Co. Incorporate, Change Firm Style, and Will Move to Larger Quarters.—H. Weintraub & Co., 719 Vine street, manufacturers of men's work shirts, and selling mostly to the jobbing trade, have incorporated under the laws of Pennsylvania for $50,000 as "H. Weintraub Company." It is understood that they incorporated to take care of their increased business, and that they are now looking for a suitable loft where they can increase their capacity and space fourfold.

Ennis, Tex.—Local People to Continue Perry-McCullough Company's Factory.—A stock company, composed of local citizens, with a paid-up capital of $10,000, has been organized and has taken over the Perry-McCullough Company's glove, overall and mattress factory, which was about to be moved to Terrell. A charter will be procured and the plant enlarged and run to its capacity. The following directors were elected: Earl Fain, C. L. McCullough, Ike Jolesch, C. P. Kendall and H. T. Moore.

New York, N.Y.—The Tefft, Weller Company Reorganizing.—Plans for a reorganization of the business of the Tefft, Weller Company are under way, and the following advisory committee, consisting of the members of five of the largest houses interested, some of whom are stockholders in the company, has been selected to supervise and assist in the reorganization arrangements: Augustus D. Juilliard of A. D. Juilliard & Co., who is said to be a large stockholder in the company; Woodbury Langdon, of Joy, Langdon & Co.; Cornelius N. Bliss, of Bliss, Fabyan & Co., William DeF. Haynes, of Lawrence & Co., and C. L. Bausher.

Will It Be a Safe Hit?

WILL IT BE A SAFE HIT?

—Chicago Journal.

New York, N. Y.—Attractive Display of Knit Ties by Rogers, Peet & Co.—Their Thirteenth street store arranged an attractive display of this popular neckwear in the main window of the Broadway side of the building during the fortnight. It consists of a number of fixtures, each surmounted by bobbins of silk in different shades. Hung over the arms of each fixture is a large skein of silk in the same color, and in front of this is a collar with the finished tie in the correct position. The colors shown are all of the more conservative shades in dark blues, reds and browns. An added display of gloves and canes gives variety to the exhibit.

Will Cost $2 Not to Wear a Shirt in Porto Rico.—A special writer in a Chicago paper says the Legislature of Porto Rico has passed a bill requiring everybody to wear clothing, under a penalty of $2, or one day's imprisonment for every offense. It is customary for the natives in Porto Rico as well as in all the other tropical countries to strip down to the buff, or rather to the tan in that particular case, while engaged in manual labor. Workmen seldom wear more than a pair of cotton drawers or trousers, a pair of sandals and a straw hat. Their naked busts and shoulders are considered an offense to the public eye, however, so in Porto Rico it is proposed to make everybody wear a shirt.

New York, N. Y.—Association of Glove Importers Incorporated.—The Association of Glove Importers of the United States has been incorporated with the Secretary of State "for mutual benefit and uniform practices." The directors named are T. Henry Le Fetra, New York; Charles Van Doren, of P. Centemeri & Co., kid gloves, of 911 Broadway; Thomas N. Foster, of T. N. Foster & Co., gloves, of 4523 Broome street; Thomas F. Reynolds, Hastings-on-the-Hudson, and Thomas R. Lewis, of this city. Mr. Van Doren, when questioned about the plans of the association, stated that the association has been in existence for the past year, being formed at the time of the tariff agitation to protect the glove interests. "It is principally for social purposes, though," said Mr. Van Doren, "and is composed of people who like to get together once in a while and talk gloves."

ST. LOUIS SALES.

DURING last week the following special offerings were made by St. Louis retailers.

The Grand Leader announced "at one-third off, an extraordinary sale of high-grade clothing, involving the surplus stock of three of the most prominent makers, embracing more than 2,000 suits which we secured at a saving of one-third." They offered suits "worth $15 to $25" at $9.50, $12.50 and $16.50, weather conditions being given as the reason for the cut. The Wolff Shirt Company announces that the Carlton Dry Goods Company, of this city, has become general distributor of the entire shirt line made by the Wolff Company.

Werner & Werner's held a sale of furnishings concerning which they said: "For nine days only we are going to distribute totally new neckties, shirts, underwear, handkerchiefs and hosiery at silly prices, our sole object being to bribe men into this store who hitherto have passed it by."

M. E. Croak & Co., Tenth and Olive streets, held a reduction sale of men's suits, to close out their "spring and summer lines. The reduced price list being "$25, $30, $35, $40 and $45 suits" cut respectively to "$14.50, $19.50, $24.50, $26.50 and $29.50." They announce that no charge for alterations will be made during this sale. Their furnishings stock is also offered at cut prices.

The Model announces a sale of "the 'cream' of the spring, 1910, patterns and styles, surplus stock at Bettman Bros. & Co. of Cincinnati, at one-third less than the suits would sell for regularly." They say they have also lowered prices "on many of our other lines, such as the house of Kuppenheimer; the Society Brand, and the Washington Clothing Company."

DEEPLY INTERESTED.

Boss—"Come here, young man. I have been told by good authority that you have been gambling in Wall street."

Clerk—"Yes, sir. I made five hundred dollars last week, sir."

Boss—"What! Where did you get your information?"—Judge.

The F. A. Steer Furnishings Goods Company, Broadway and Olive streets, announced "a most remarkable sale" of men's spring and summer suits at the following reduced prices: "Fifteen dollar suits on sale at $11, $20 suits at $14, $25 suits at $18, $30 suits at $21, $35 suits at $25, and $40 suits at $28." They also gave the weather as the reason for the sale.

BUSINESS CHANGES

Eureka, Kan.—"Leddy's" are having a closing-out sale.

Crestline, O.—Fecher & Smith, men's furnishings, have sold to Clarence Stephens.

Dayton, O.—John J. Roth Company, men's furnishings and hats. They are succeeded by James O'Connor.

Chicago, Ill.—Frank Prucha & Co., men's furnishings, hats, etc., 1829 Blue Island avenue, will discontinue.

Port Arthur, Tex.—Singleton & Shotwell, Men's Furnishings. J. M. Shotwell has retired, D. A. Singleton continuing.

Chicago, Ill.—Stock of Late A. J. Kissner Sold.—The clothing and furnishing goods stock of the late A. J. Kissner has been sold at auction by Samuel L. Winternitz & Co.

Seattle, Wash.—Eisner & Phillips Company Discontinues.—The Eisner & Phillips Company, trading as the Post Clothing Company, First avenue and University street, has discontinued.

Joliet, Ill.—E. C. Bassett Succeeds Crawford & Bassett.—W. F. Crawford and E. C. Bassett, of Crawford & Bassett, men's furnishings, have dissolved partnership, Mr. Bassett continuing.

Seattle, Wash.—Himelhoch Bros. to Discontinue.—Himelhoch Bros., successors to the pioneer clothing firm of Kline & Rosenberg, 625 First avenue, will close out their stock and discontinue.

Hudson, N. Y.—Will Close Out Retail Business.—Louis Winstian, the Metropolitan Furnishings Store, will close out the retail business and will hereafter devote his entire attention to the wholesale trade.

York, Pa.—Myer Miller Discontinues Hanover Store.—Myer Miller, men's and women's furnishings, has discontinued his store in Hanover, Pa., and has moved to his new department store here, as before noted.

Piqua, O.—Flesh & Louis to Retire From Business.—Flesh & Louis, clothing and men's furnishings, have decided to discontinue. They will devote their entire time to the new underwear factory in which, as before noted, they are interested.

Rock Island, Ill.—L. P. Best Purchases a Third Interest in Young & McCombs.—L. P. Best of Davenport, Ia., a well-known business man in this section of the state, has purchased a third interest in the firm of Young & McCombs, department store, this city.

Indianapolis, Ind.—Bliss, Swain & Co., Clothing and Men's Furnishings, 15 East Washington Street.—They have sold to Solomon Schloss & Bro. of Monmouth, Ill., who will continue the business. George W. Bliss, the senior partner, died on March 12 last.

Findlay, O.—Clarence I. Moffit Buys National Clothing Company's Store Here.—Clarence I. Moffit, who began in the National Clothing Company's store in this city as a clerk some years ago, and later became general manager, has purchased the store from the eastern owners.

Wabash, Ind.—Benjamin Wolf, of Wolf, Beitmann & Co., Retired.—Benjamin Wolf, the senior partner of Wolf, Beitman & Co., department store, has retired, selling his interest to his nephew, Eugene Wolf, who, with Isaac and Edward Beitman, will continue under the same firm name.

Chicago, Ill.—Silverman & Son Buy Out F. A. Frodin.—Silverman & Son, clothing and furnishings, of Vinton, Iowa, have purchased the store of F. A. Frodin at 1125 East Sixty-third street, and will continue carrying clothing and men's furnishings. Mr. Frodin intends making a trip to Sweden.

Atlantic City, N. J.—Tate & Co. Sell to A. J. Coulter.—A. J. Coulter, men's furnishings, also of 710 Chestnut street, Philadelphia, has bought the business of Tate & Co., 911 Board Walk, men's furnishings and hats, and is now conducting the store under his own name. G. M. Schalles is manager of the store.

New York, N. Y.—Toggery Shop to Discontinue.—William Robert Harris, proprietor of the Toggery Shop, long in the men's furnishing business at 1357 Broadway, will vacate those premises and will devote his whole time to the supervision of his other store, at 1234 Broadway, operating under the style of the Men's Shop.

Richmond, Ind.—Two Stores Merge.—A new department store is to be formed here by the merger of the Hoosier Mercantile Company and the George W. Deuker Queensware Company, which will occupy the whole New Philips theater block. The principal stockholders will be George W. Deuker, Charles Ackerman and A. W. Gregg.

—Judge.

Kingston, N. Y.—S. Cohen Changes Firm Name and Will Move to New Building on Wall Street About July 1.—The firm name of S. Cohen, clothing and men's furnishings, 52-54 North Front street, has been changed to S. Cohen's Sons. They expect to occupy their new building at 331 Wall street about July 1, where they will have three floors, 31 by 108 feet.

La Porte City, Ia.—W. D. Wagoner Retires From W. D. Wagoner & Co.—After thirty-seven years in business, W. D. Wagoner has retired from W. D. Wagoner & Co., dry goods, etc., selling his interest to J. H. Lunemann, who in 1891 was his associate in the business, but who sold out to enter the clothing field. In 1909 Roy E. Wagoner, a nephew of Mr. Wagoner, entered the firm.

Indianapolis, Ind.—Gerritt A. Archbald & Co. to Sell to Eli Meyer and M. C. Simon.—Gerritt A. Archbald & Co., clothing and men's furnishings, 38 East Washington street, have contracted to sell their stock and fixtures to Eli Meyer and M. C. Simon, of Rochester, N. Y. The firm has been in business since 1894. P. A. Havelick was formerly a member of the concern, but retired in 1906.

Bastrop, Tex.—Robert Gill & Son Sell to J. H. Percy and M. C. Booth.—Robert Gill & Son have sold their stock of clothing and men's furnishings to J. H. Percy and M. C. Booth of Omalaska, Tex., who will add women's furnishings, dry goods and notions to the stock. The new firm also purchased the building owned by Gill & Son and will make extensive improvements. Gill & Son were among the oldest merchants in Bastrop.

Chicago, Ill.—Arons & Arons Buy W. C. Clingen Store.—The stock, fixtures and lease of W. C. Clingen's furnishings goods store at Madison and La Salle streets, this city, has been sold to Arons & Arons, furnishings, who now conduct a store at 149 Clark street. Arons & Arons have made arrangements to divide among the creditors of the Clingen store $100 a week until the present indebtedness, reported to be about $4,500, is liquidated. The United Shirt and Collar Company is the largest creditor. W. C. Clingen, former proprietor of the store, will travel for Wurzberger Bros., proprietors of the Paragon Company and Central Knitting Mills.

Hoosick Falls, N. Y.—Gillespie Bros. to Incorporate.—The firm of Gillespie Bros., for about thirty years prominently identified with the mercantile interests of Hoosick Falls, has decided upon incorporation under the firm name of Gillespie Bros. & Co., with a capital of $35,000. The directors are to be Nelson Gillespie, Fred T. Austin, Reuben G. Austin and Joseph Leary. Gillespie Bros. have conducted a large department store, and they have given a practical recognition of merit, efficiency and faithfulness by associating with them Fred T. Austin, who has been in their employ for eighteen years and for twelve years head of the men's department; Reuben G. Austin, for thirteen years in charge of the carpet department, and Joseph Leary, who for the last seven years has been at the head of the shoe department.

THURSDAY, MAY 19, HOUSE CLEANING DAY IN THE RETAIL STORES.

IF you want to be at the head of the procession in this move, which will be of direct benefit to every retail merchant in the men's wear lines, then don't overlook the subject for discussion on the F. S. "Open Page" of this issue.

The question asked by scores upon scores of merchants on the subject of "How to Pull Down Stocks" is answered right to the point and the practical solution is pointed out. All it requires is action on the part of the retailers. Of course the "hustlers" and "pushers" will start the ball rolling on May 19. Better read the "Open Page."

Boston, Mass.—Smiles to See Cotton Crop Ruined by Frost in April.—A local report quotes a financial and crop expert as follows: "I am smiling to see a cotton crop ruined by a frost in April. Soon we shall have a strawberry crop ruined in December. They tell us that for replanting cotton seed is scarce and high in the South, and nobody seems to see the other side of it, which is that seed is scarce and high because more of it has been planted than ever before in the history of the South. If every seed planted should normally produce, we would have more than 15,000,000 bales of cotton, and that would not be good, and that also would make trouble for somebody."

NEW STORES AND DEPARTMENTS

Camden, Ill.—Bert Exner opened a clothing store.

Williston, N. D.—Ed Rosen will open a clothing store.

Open Evenings.—Puck.

Allentown, Pa.—S. G. Smith has opened clothing store.

Glasgow, Mont.—Steinle-Stylitis will open a clothing store.

Sturgis, Mich.—L. H. Dickinson & Son opened a clothing store.

Hamilton, Mont.—The Regal Clothing Company will open a store.

Etondale, N. D.—L. H. White opened a men's furnishings store.

Sheridan, Wyo.—Fred Ball will open a men's clothing and shoe store.

Philadelphia, Pa.—John J. Kelly is opening a hat store at 2024 West York street.

Riverton, N. J.—N. Cohen is opening men's furnishings and dry goods store here.

Burlington, N. J.—D. Rosenberg opened a men's furnishings store at 204 High street.

West Newton, Pa.—Miller & Hixson opened clothing and furnishing store on Main street.

Tunnelton, W. Va.—Max Shearer, Piedmont, opened a clothing and men's furnishings store here.

Reading, Pa.—J. H. Cassel will open a men's and boys' clothing store at 529 Penn street.

Mystic, Conn.—S. Curlenzik has opened clothing and furnishing store in the Buckley block.

Hummelstown, Pa.—Omer Hummel will open men's furnishings store in Farmer's Bank building.

Philadelphia, Pa.—Charles M. Wasson will open a men's furnishings store at 3019 Kensington avenue.

Columbus, O.—J. S. Thal opened a clothing store at 131 North High street under style of the Harvard.

Chicago, Ill.—Ernst E. Ranseen will open a dry goods and men's furnishings store at 5404 Milwaukee avenue.

Springfield, Mass.—Men's Wear Outlet Company is name of new clothing store opened at 231 Main street.

Philadelphia, Pa.—John J. Kelly will open an exclusive hat store at 2024 West York street about May 15.

Montemp, N. L., Mexico.—Belden & Escalante are about to open a store here, carrying men's wear exclusively.

Cleveland, O.—Phillips & Henley to Open Another Store.—Phillips & Henley, men's furnishings and hats, Bond street, have leased a store in the new Ansbehl building, corner of Prospect avenue and Erie street, which for some time has been called the "New Center." This will be occupied within a short time, but the store on Bond street will be continued.

Rutland, Vt.—E. M. Farrell & Co. will open a clothing and men's furnishings store and also have a custom department.

Amsterdam, N. Y.—Michael Sagatis, John Ralis and John Strikal will open a clothing store at East Main and Hamilton streets.

Philadelphia, Pa.—Nathanson & Co., men's furnishings, Eighth and Cherry streets, will open another store at 2232 North Front street.

St. Louis, Mo.—Greenfeld Bros., clothing and furnishings, Wichita, Kan., will open a store at Werner Bros.' old location in St. Louis on September 15.

Utica, N. Y.—I. Levenheim, dry goods, sweaters, underwear, etc., who recently purchased stock of L. Waldhorn, will open a store in Bleecker street, near John.

Washington, D. C. — **"Adler's Men's Wear Shop" Opens.**—Henry S. Adler & Sons recently held the formal opening of "Adler's Men's Wear Shop," at 1309 Seventh street, Northwest.

In Pittsburg.—Judge.

Indianapolis, Ind.—The Burkhart Bros. Company, clothing, men's furnishings and hats, of Cincinnati, will open this week an exclusive hat store at 29 North Pennsylvania street, this city.

Springfield, Mo.—Al Kernan, who recently sold his interest in the firm of Shores & Kernan, furnishings, etc., to William F. Shores, will open a men's furnishings and shoe store at 403 College street.

Chester, Pa.—Opens Store for Sale of Hats Only.—H. J. Imms, who now has a men's furnishings store here, has opened another store at 18 West Thirty-eighth street, where only hats are sold. He will shortly put in a trunk front window at this store.

Syracuse, N. Y.—John J. Hand Severs Connection With Dey Bros. & Co. and Will Open Stores of His Own.—John J. Hand has severed his connection with Dey Bros. & Co., department store, with which concern he was associated for twenty-four years and will open stores on his own account.

Schenectady, N. Y.—Carl Company Adds Clothing Department.—The Carl Company, department store, has opened a clothing department for men and boys, with R. Sager of New York in charge. The company has carried a small line of boys' clothing. It now has about 300 suits in stock, secured from a New York house.

Fort Wayne, Ind. — The Bennette-Rose-Strasburg Company, incorporated for $25,000, will open a clothing store here about September 1. Louis F. Bennette, president and general manager of the concern, is a member of the Bennette-Rosenthal Clothing Company, Chattanooga, Mich., and will retain his interest in the latter firm. His partners in the new enterprise, Christian B. Rose, vice-president, and Ferdinand Strasburg, secretary and treasurer, are both Fort Wayne men and are engaged at present in the clothing business here.

Brooklyn, N. Y.—May Clothing Company Opens Another Store.—The May Clothing Company, which operates two outfitting clothing stores in Manhattan at 180 East One Hundred and Twenty-fifth street and 1018 Third avenue, has opened another store at 419-21 Fulton street, this borough, occupying the store floor and three stories above.

Trenton, N. J.—"The Totally Different Shop" is the name of the new men's furnishing store that will be opened at 8 North Warren street by H. L. Weinman. Mr. Weinman has selected this name for his new store because he will endeavor to show styles in men's furnishings that will be in advance of the seasons, and he will endeavor to show goods totally different than any other shop in the city. This store, it is stated, will be a direct copy of a well-known New York Broadway shop for men's wear, and Mr. Weinman will exhibit the same goods as the Broadway establishment.

Trenton, N. J.—L. D. Silver to Open Store of His Own.—L. D. Silver, for four years buyer and manager of Frederick W. Donnelly's store, has resigned and is to open a store of his own at 8 East State street about May 15. Mr. Silver is well known in the trade. He was at one time buyer for Clarke Bros., of Scranton, Pa., and was also assistant buyer of clothing for John Wanamaker's New York store, and for 18 years with J. L. Hudson of Detroit. The new store will be known as the Royal Shop, "For Men Who Wish to Look Young." All of the fixtures for the store will be movable. It is Mr. Silver's idea to have nothing stationary.

FINANCIAL NOTE.

He has a fortune in his own right.—Puck.

New York, N. Y.—"Matthews" New Store Opened.—The new store of Bernheim & Co., trading under the style of Matthews, at 1183 and 1185 Broadway, was opened April 25. The store, which covers two store fronts, extends back about fifty feet, converging to the rear, with a line of pillars down the center, trimmed in mahogany panels. Large mahogany cabinets line both sides of the store, and in the rear are dressing rooms and mirrors for trying on purposes. Large mahogany tables and chairs are placed conveniently about the store for the comfort of patrons. The lighting fixtures are unique and effective, the illuminating being of subdued tones in the store, and in the windows the ceilings are studded with electric lights. The floors of the windows are all parquet, and at the back of the display block dressing rods off the walls, which are arranged in artistic order. Mr. Bernheim will exercise active management of the store, assisted by a corps of salesmen who, he says, are experienced in the clothing business.

STORE IMPROVEMENT AND ENLARGEMENT

Brooklyn, N. Y.—Hilton Store Opens.—The formal opening of the new Hilton store at 438 Fulton street took place April 23.

Philadelphia, Pa.—H. E. Binder Makes Store Improvements.—Harry E. Binder, men's furnishings, 3169 Kensington avenue, has just renovated his store and put in new front window.

SOLVING THE MYSTERY.

Mrs. O'Brady—"Oi don't know phat's th' matther wid thot table fallin' t' pieces as 'tis doin'. 'Twast bought f'r seasoned wood."

O'Brady—"Seasoned! Begorry, th' wood must 'a' bin seasoned in th' fall, f'r th' leaves do be droppin' ahf."—Chicago Journal.

Boston, Mass.—C. F. Hovey & Co. Open New Chauncy Street Addition.—C. F. Hovey & Co., department store, have formally opened their Chauncy street addition. They say the addition doubles their retail selling space.

Peoria, Ill.—Schipper & Block, Inc., clothing, men's furnishings, dry goods, etc., have installed eight more of the New Way cases, making twelve in all, which enables the firm to carry practically all of their suits hung up.

Cleveland, O.—Halle Bros.' Basement Store a Success.—P. Clarke, of the Halle Bros.' Company, Cleveland, O., says that the new basement section in this store, which features popular priced rather than cheap merchandise, has proved successful beyond expectation.

New York, N. Y.—Work Begun on McCreery Store.—Workmen are tearing down the dwellings at 18 to 22 West 35th street, adjoining James McCreery & Company's store, which has its main entrance on 34th street, running back to 35th street. The site is to be used as an extension to the store.

IMPERTINENCE.

"The Grovers have lost their cook."

"What was the matter?"

"Grover listed himself as the head of the family when the census man was there."—Chicago News.

Laurel, Del.—Hitchens & Phillips, who conduct a men's furnishing store at the above city, and also at Sharptown, Md., have enlarged their business, and taken into the firm William A. Hastings, who for several years has been in their employ, and since the opening of the Sharptown, Md. store has been its manager. The name of the new firm will be Hitchens & Phillips, Inc. The main office will continue to be at Laurel, Del.

Detroit, Mich.—Elliott-Taylor-Woolfenden Company.—The formal opening of the new store building at Woodward avenue and Henry street of the Elliott-Taylor-Woolfenden Company formed by the amalgamation of the W. H. Elliott Company and the Taylor-Woolfenden Company occurred on Thursday, May 5.

Gloversville, N. Y.—Lewis Holds Formal Opening.—Lewis, the clothier, held a formal opening of his newly remodeled quarters at 28 South Main street, recently. The store presented a handsome appearance with its modern show case front and boxed windows.

Washington, D. C.—A. B. Gusdorf, men's furnishings, who has been in business not quite two years, has been compelled to move to larger quarters on Pennsylvania avenue, above 12th street, where he will have one of the handsomest men's furnishings and hat stores in this city. It is just a few doors below his former location.

Philadelphia, Pa.—Becker Company Leases Larger Store.—The Becker Company, men's furnishings, has leased from Felix Isman for a term of years the large double store, Mint arcade and South Penn square. This will triple the firm's facilities at this location and will be one of the most attractive men's shops in the city. The firm expects to be in its new store about May 10.

Cleveland, O.—The S. Baum Company Enlarges Store.—This company, which handles the Hart, Schaffner & Marx clothing, and a large line of hats and furnishings, has signed a ten-year lease for the store just west of its present location on Superior street. It will be remodeled and added to the store, giving it sixty feet of frontage. S. Baum began business in 1901 with a store that had only an eight-foot frontage.

Cleveland, O.—Euclid Company Increases Capital From $100,000 to $1,200,000.—The Euclid Company, which is to complete the John Hartness Brown building on Euclid avenue, has increased its capital stock from $100,000 to $1,200,000, and it is expected that work will be begun within thirty days on the structure. The building has been leased to the Claflin interests, according to reiterated reports, and is to be ready for occupancy by Jan. 11, 1911.

Pittsfield, Mass.—James J. Pender & Co. Move to Larger Quarters.—James J. Pender & Co., clothing and men's furnishings, have moved into their new store in the Merrill block, North street, where they have nearly doubled the amount of floor space, and have added new departments. The store is fitted up with every modern appliance. All the woodwork is of solid mahogany and the walls and ceilings are of steel. The store is lighted throughout with twenty 100-watt electric tungsten lights, with old brass fixtures. All the fixtures for hanging up the furnishing good are of oxidized copper.

Boston, Mass.—Hilton Company Enlarges—Add Furnishing Goods Department—May Install Children's Clothing.—The Hilton Company is increasing the floor area of its store here by 5,500 square feet, breaking through the partition on the second floor of the Blake building, so that when completed they will occupy the entire Washington street front. The street floor will be devoted to a new furnishing goods department, and all of the men's clothing will be on the second floor. Max Younker, of the Hilton Company, stated in Newark, N. J., recently that the company contemplated installing a children's clothing department. A new stairway, leading from the street floor to the men's clothing department, will be installed, and the ceiling space in the center removed so that a view of the second floor may be obtained from the entrance.

New York, N. Y.—George G. Benjamin May Open New Store on May 12.—It is expected that the store at the corner of Broadway and Twenty-fourth street, which is being remodeled for George G. Benjamin, will be ready for opening May 12. The annex of the second floor of the building now occupied by George G. Benjamin has been leased to the Western Unioin Telegraph Company. It was also said that Mr. Benjamin would consider selling the building outright.

FIRES AND FLOODS.

Chicago, Ill.—In a fire at 110-112 East Madison street, Harry Goldberg, manufacturer and wholesale hats, who suffered an estimated loss of $10,000, carried $12,500 insurance.

Philadelphia, Pa.—Fire destroyed the large department store of George B. Davis & Co., 3930-3936 Lancaster avenue, entailing loss estimated at about $160,000. The loss on the building and stock was fully covered by insurance.

New York, N. Y.—In the fire which partially destroyed the building at 13 to 17 Crosby street, the Washington Company, clothing manufacturers, on the fifth floor, were among those who suffered loss, their loft being practically destroyed.

Wetumpka, Ala.—J. L. Brady & Co.'s Loss Adjusted at $5,700.—J. L. Brady & Co., men's furnishings and notions. The loss by the previously reported fire has been adjusted at $5,700, they to retain the salvage stock. The stock in the lower part of their building, valued at $8,000, was uninjured.

Buffalo, N. Y.—Fire in the Glenny building, 253 Main street, caused total damage estimated at $50,000; insured. D. B. Levi & Bros., clothing, occupied the first floor; Cohn, Himmel & Co., manufacturers of men's clothing, the fourth and sixth floors, and Baker, Jacobs & Co., manufacturers of men's neckwear, the fifth floor.

Ridgeway, Pa.—In a $200,000 fire in the business center of this town the following were among the heaviest losers: Lund & Shanley, clothing, furnishings and tailors, loss on building and stock, $25,000; Eberhart, Miller & Co., shoes and hosiery, damage by water about $20,000; S. C. Parshall, clothing, men's furnishings, etc., more than $15,000.

Rossiter, Pa.—In a fire in this town, which destroyed twelve business buildings, causing a loss estimated at about $75,000, the following were among the losers: Paul Miller, general store, $8,000; B. J. Breckstein, clothing, furnishings, etc., $12,000, insurance $7,000; Nathan Abrams, clothing and furnishings, $10,000, no insurance, and Frank Fera, general dealer, $18,000, partly insured.

Detroit, Mich.—Fire destroyed department store of Hunter & Hunter, 177-81 Woodward avenue, causing loss of more than $400,000; nearly covered by insurance. Stock of Traver-Bird Company, clothing, men's furnishing, hats, etc., in adjoining building, was damaged to the extent of about $75,000. For the present Hunter & Hunter have opened offices at 397 Woodward avenue, and will attend to their business there. Traver-Bird Company will replace its stock immediately.

HAT CHATTER

Chicago, Ill.—Brothers & Co., hats and gloves, have leased the store and basement at 73 Washington street for a term, commencing May 1.

Charleston, S. C.—C. C. Plenge Sells Hat Store.—C. C. Plenge has sold his hat store at Broad and Church streets to A. Beaureguard Betancourt. Mr. Plenge had owned the store for forty years.

Providence, R. I.—Standard Hat Manufacturing Company Changes Hands.—John M. Harson, proprietor of the Standard Hat Manufacturing Company, 173 Weybosset street, has sold to Frank L. Reilly, who will continue under the same firm name.

Youngstown, O.—Jacob Newman Moves to Larger Quarters.—Jacob Newman, hats has moved to 25 North Phelps street, where he will have more manufacturing space. Mr. Newman came to this city seven years ago from Philadelphia and introduced the $2 hat.

Memphis, Tenn.—Parham-Matthews Hat Company to Incoroporate Here.—The Parham-Matthews Hat Company, which has moved its business to this city from Cairo, Ill., has applied for a charter with a capital of $50,000, for the purpose of conducting a wholesale hat business here.

Milwaukee, Wis.—Weinkauf Hat Company Sells to Stumpf & Langhoff Company.—The Weinkauf Hat Company, retailers, have sold to the Stumpf & Langhoff Company, clothing, men's furnishings and hats. Mr. Weinkauf will become manager of the hat department of the local branch of Browning, King & Co.

Philadelphia, Pa.—Parker-Eells.—Miss Elva Snowden Eells, daughter of Walter G. Eells, of Frank Schoble & Co., hat manufacturers of this city and New York, and George L. Parker, Jr., were married April 27, in the Bethlehem Presbyterian Church. The ceremony was followed by a reception at the Bellevue-Stratford.

Danbury, Conn.—D. E. Loewe & Co. Erecting New Addition.—D. E. Lowe & Co. have commenced the erection of a new three-story addition to their factory. It will be 80 feet long by 36 feet wide, and will add to the capacity of all departments of the factory. In making a place for this addition the last remaining portion of the old shop known as the "Union Shop" was torn down.

New York, N. Y.—B. H. Kaufman, hats, has leased the store and basement at 243 Broadway for a long term of years. It was noted on February 17 that he had leased the building at 123 West Forty-second street for a term of years at an aggregate rental of $65,000. Mr. Kaufman stated that his store at the southwest corner of Park place and Broadway will shortly be moved to the newly acquired premises at 243 Broadway.

New York, N. Y.—Broadway Sees Straw Hats.—Straw hats were seen on Broadway April 27, and several retailers, bemoaning poor business, took heart and said spring had really arrived. True, there were not many of the hats, two by actual count, but both new hats and the wearers looked like New Yorkers, which was significant. One man had a few small boys in his train making sundry comments about his headpiece and his attempt to look unconcerned was a failure. They have been wearing straw hats in Washington for several weeks.

Philadelphia, Pa.—Giving Away Ingersoll Watches.—The Wells Hat Store, N. W. corner 11th and Market streets, are giving away, as an advertising medium, $1 Ingersoll watches with each $4 Panama, or with each $3 Straw hat. On the dial of the watch the word Ingersoll is not printed, but it has the Well's Slogan "Wells hats wear well," and the address of the store. To those skeptical about it really being an Ingersoll watch, they just show the man the movements with the firm's name. They state that they are selling a good many hats on the strength of this ad.

New York, N. Y.—New Material Substituting Straw and Panama in Men's and Women's Hats.—Patents are pending on the invention of H. H. Goessling, representing in New York the Boston Thread Company, of a material to be manufactured, which is to be used as a substitute for straw braid and panama in the making of men's and women's hats. A cone shaped loom on which the crowns are to be worked is also being patented by Mr. Goessling, who said that until the patents are put through he did not care to make any statements regarding either the machine or the material which he has invented.

A BIRD OF THE PAST.

Museum Attendant (perfunctorily)—This is the Pterodactylus Crossirostris. It is now extinct."

Grouchy Bachelor—"Same old story, I suppose. Got to using them on women's hats, didn't they?"—Puck.

—Judge.

New York, N. Y.—Truly Warner Opens Another Store.—Truly Warner opened his latest store at 303 Broadway, corner Duane street, May 4. It has an entrance on Broadway, and ample window space in Duane street, and when the alterations are completed, Mr. Warner says, it is going to be one of the best looking stores in the city. The store at 291 Broadway is to be given up, and Arthur L. Clark, who was manager of that store, will be in charge of the new establishment. Mr. Warner said his business was considerably better than at a corresponding period a year ago. He is going to open a store at Sixth and Vine streets, Cincinnati.

KNIT GOODS.

Milwaukee, Wis.—Friedlander Knitting Company Will Enlarge Plant.—The Friedlander Knitting Company will build three additional stories to its building at Fifth street and Grand avenue.

Chicago, Ill.—Lorenz Knit Goods Manufacturing Company Moves Downtown Salesroom.—The Lorenz Knit Goods Manufacturing Company, sweater coats and knit goods specialties, with a factory at 1754-1756 Belmont avenue, have moved their downtown salesrooms from room 610 to room 806 Medinah building. Ed Braums and S. H. Kusel are the representatives in charge.

"After you, Ma'm'selle."—Judge.

Chicago, Ill.—Pennsylvania Knitting Mills to Move.—Pennsylvania Knitting Mills, manufacturers of sweater coats, will move next week from room 418, Medinah building, to the second floor of Caster & Holmes building.

Wausau, Wis.—Glove and Mitten Factory to Be Started Here.—Paul Kickbusch is building a two-story reinforced concrete factory building, in which he will install equipment for his glove factory. Canvas gloves and mittens will be manufactured at first, and it is planned also to open a line of canton flannel gloves and mittens as well.

Chicago, Ill.—David D. Adams Succeeds Henry Harris.—David D. Adams, for the past ten years in charge of the men's and boys' clothing department of Gimbel Bros., Philadelphia, and for eighteen years previous with John Wanamaker & Co., has been appointed clothing buyer for Mandel Bros., succeeding Henry Harris. The latter, as reported elsewhere, becomes clothing buyer for Gimbel Bros., New York.

Richmond, Ind.—Will Erect $100,000 Underwear and Woolen Goods Plant Here.—The Commercial Club and Young Men's Business Club of this city have voted to raise a bonus of $14,000 for a company that agrees to erect and operate a $100,000 manufacturing plant here for the manufacture of underwear and other woolen goods. L. M. Flesh, president of the Atlas Underwear Company, Piqua, O., is said to be one of the promoters of the new enterprise. Mr. Flesh is quoted as saying that it is the intention of the new company to organize a separate corporation from that of the Atlas Underwear Company, although a similar line of goods, including a few specialties, will be made by them, and both companies will cater to the same trade.

THOSE BIG HATS.

Si Seedlot—"Reduced more than one-half. Gee! What must the actual size have been?"—Chicago News.

BUSINESS TROUBLES

Holly Springs, Miss.—Hyman Myers, Clothing and Dry Goods.—Myers has filed a voluntary petition in bankruptcy, giving liabilities of $13,000 and assets of $5,000.

Seattle, Wash.—Frederick W. Merrick, clothing and men's furnishings, is offering to settle with creditors at 40 cents on the dollar. His liabilities are $17,000, with nominal assets of $15,000.

Minneapolis, Minn.—Cleary Company, Department Store.—An involuntary petition in bankruptcy has been filed against the Cleary Company. The liabilities are estimated to be about $25,000.

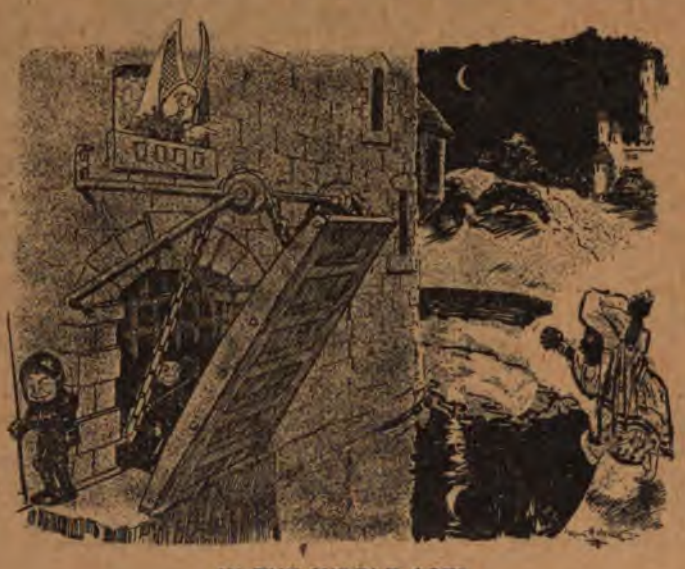
Camden, N. J.—J. Stern & Co., Men's Furnishings, Etc.—Attorney J. Howard Reber, representing creditors of J. Stern & Co., recently petitioned into bankruptcy, believes the liabilities are about $20,000 and the assets $5,000.

New York, N. Y.—Solomon Rosenthal, Clothing, 187 Mercer Street.—Schedules in bankruptcy of Solomon Rosenthal show liabilities of $29,775, with assets of $11,334, consisting of stock, $9,500; accounts receivable, $484; deposits in bank, $300.

St. Joseph, Mo.—The Hundley Dry Goods Company.—The total indebtedness of the Hundley Dry Goods Company, for which three receivers were appointed in the Circuit Court a few days ago because of a disagreement among the directors, is said to be $1,250,000, with assets of $650,000 in excess. Of the liabilities, $900,000 is said to be for borrowed money from banks and others, and $350,000 for merchandise.

Eureka, Cal.—Jacob Loewenthal, Clothing and Men's Furnishings.—Jacob Loewenthal has made an assignment for the benefit of his creditors to W. Neustadter of San Francisco. His liabilities are estimated at $35,000, with nominal assets.

Richmond, Va.—K. Fisher.—K. Fisher, conducting a men's furnishings business under the names of K. Fisher and K. Fisher & Son, respectively, at two separate establishments in this city, has filed a voluntary petition in bankruptcy in the United States District Court, scheduling firm liabilities of $74,000. The assets are $55,000.



IN THE MIDDLE AGES.

Mistress of the Castle (to colored housemaid)—"Never mind what you thought! I told you when you went out: 'Lily, we raise the drawbridge every night at eleven, and if you're not in by then you'll have to stay out till morning.' "—Puck.

Lenoir City, Tenn.—Anderson & Carroll, Clothing and Hats.—M. C. Anderson and S. F. Carroll, trading as Anderson & Carroll, have executed a general deed of assignment to S. P. Witt, trustee. The liabilities are $11,000, with nominal assets of $14,000.

Minot, N. D.—E. M. Mitchell, Men's Furnishings and Shoes.—E. M. Mitchell has transferred his assets for the benefit of all the creditors to John F. Galbraith, manager of the Northwestern Jobbers' Credit Bureau, of St. Paul, as trustee. The liabilities are $8,000, with nominal assets of $12,666.

Spartanburg, S. C.—S. E. True & Co., Department Store.—An involuntary petition in bankruptcy has been filed against S. E. True & Co. of this place at Charleston, S. C. The company recently obtained an extension of fourteen months from its creditors and issued checks of 7 per cent for the first monthly payment of one-fourteenth of their respective accounts, as per the extension plan they offered. A few of the creditors who did not favor the extension returned the checks to the company. At the time of the extension the liabilities were placed at $68,000 and the assets at $98,394.

Tampa, Fla.—M. Tusk & Bro., Clothing, Men's Furnishings, Etc. (Ybor City)—A. N. Goldstein has been appointed receiver for M. Tusk & Bro., who were recently petitioned into bankruptcy, and has taken an inventory of their assets at cost, showing stock and fixtures at $6,095, and liabilities of $12,018.

Pittsburg, Kan.—Abe Harris, Clothing and Men's Furnishings.—An involuntary petition in bankruptcy was filed recently against Abe Harris, clothing and men's furnishings. Harris, as noted, recently gave a trust deed to the P. T. Ellis Adjustment Company. At that time the liabilities were given as $16,000 and assets $8,000.

El Paso, Tex.—Isaac M. Goodman, Clothing and Dry Goods, 212 East Overland Street.—Having found that he would be unable to take care of the monthly notes which he offered to his creditors in settlement of a twelve months' extension, Goodman is now offering to settle his debts at 50 cents on the dollar, cash; if this is not acceptable he will go into bankruptcy. He has recently given up his store at 314 El Paso street and now conducts the Overland street business only. His liabilities are $14,000 and the inventory value of the assets is $15,000.

Indianapolis, Ind.—Gerritt A. Archibald & Co., Clothing and Furnishings, 38 East Washington Street.—An offer of 60 per cent cash is being submitted to creditors of Gerritt A. Archibald & Co. of this city, who recently disposed of their stock to Ely Meyer & M. C. Simon of Rochester, N. Y. The liabilities are stated to be $63,961 and the assets $38,475.

Chisholm, Minn.—Anderson & Hanson, Clothing and Men's Furnishings, Here and at Buhl.—Trustee W. B. Cross, to whom Anderson & Hanson recently made an assignment, has filed an inventory showing liabilities of $45,416, with assets of $53,675, including merchandise in both stores of $36,000. Trustee Cross is continuing the business with a view of disposing of as much of the stock as possible in the regular course of business. At the present time no definite date for the payment of the first dividend to creditors has been decided upon.

New York, N. Y.—The Morris Simon Company, Neckwear, 752 Broadway.—A majority of the creditors of this firm at a recent meeting agreed to accept an offer of 60 per cent, 25 per cent in cash and 20 and 15 per cent in endorsed notes, maturing in three and six months, respectively. It is reported that the company's indebtedness totals $36,837, of which $34,837 is for merchandise and $2,000 to banks. Assets are estimated at $33,837.

Little Rock, Ark.—Newman Baum.—An order has been signed in the United States Circuit Court of Appeals at St. Louis requiring Newman Baum, president of the Baum Mercantile Company, to pay to his trustee the sum of $16,684, which, it is alleged, he has concealed or failed to turn over to his creditors, and in regard to which the court found that Baum's explanation as given in his testimony was not satisfactory to the court. Baum's liabilities were $68,000 at the time of his failure in 1907.

Philadelphia. — Harry Kelsh, Clothing, 11 South Ninth Street.—Harry Kelsh, proprietor of Kelsh's Tailor Parlors, men's misfit and model clothing, is endeavoring to effect a compromise with his creditors on the basis of twenty-five per cent, payable one-half in thirty days and the remainder in three and four months' notes endorsed. His liabilities are said to be $15,000, all for merchandise, and his assets, consisting of stock and fixtures, are valued at $4,500.

Dayton, O.—Mose Cohen, Clothing and Furnishings. — Harry Rauh, receiver of the business of Mose Cohen, who disappeared about the time he had consummated a settlement with his creditors, is advertising the business for sale.

Ada, Okla.—Texas Department Store.—Involuntary bankruptcy proceedings have been started against the Texas Department Store. As previously noted, the affairs of the company were recently turned over to a receiver and the assets showed $97,000, with liabilities of $50,828.

New York, N. Y.—The Weinstein & Maher Clothing Company, 18 West Fourth Street.—As an alternative to the 70 per cent extension proposition recently submitted to the creditors of the Weinstein & Maher Clothing Company and endorsed by the creditors' committee, an offer of 40 per cent cash was made at a recent meeting at the rooms of the Merchants Protective Association.

Calumet, Mich.—Croation Co-operative Company, General Dealers.—At a meeting of the creditors of the Croation Co-operative Company held here it was stated that the concern has ample assets to pay in full, but is desirous of obtaining an extension from all of the creditors, and to that end have asked the creditors to sign an agreement not to press them until they can make collections and pay through a pro rata distribution monthly or otherwise as the circumstances may permit. It is proposed to obtain $4,000 on a loan to raise funds for provisions and running expenses, etc., and to pay this loan

WOMEN, TAKE NOTICE!

Solicitor—"The Boomerang Worms is the name of a "new man" club. Object, wearing coats that button down the back. Take your name?"—Chicago Journal.

in full on pay day at the copper mines, from which industry practically all of their trade is derived. The concern's embarrassment is attributed to dullness in the copper industry, caused by the decline in values. At the meeting a statement of the financial condition placed liabilities at $72,130 and assets at $54,160.

Cincinnati, O.—Receiver Appointed for Simmons & Levy.—Attorney Mose Ruskin has been named by Judge Warner as receiver for Simmons & Levy, clothing and furnishings, at 611-613 Central avenue. Samuel Simmons and Maurice Levy started the business on August 1, 1900, but of late they have been unable to agree, and therefore the former filed suit, asking for a receiver for the business.

Rochester, N. Y.—B. Rothschild & Co., Clothing Manufacturers, 149 St. Paul Street.—To liquidate the business of B. Rothschild & Co. and to distribute among the creditors the proceeds pro rata as its affairs warrant, a committee of three creditors was appointed at a meeting of the corporation's creditors in New York recently. Bernard Rothschild, the president of the company, is to operate the business under the committee's supervision and direction, and he estimates that it will take him about two months to wind up the company's affairs. An attempt was made at the recent meeting to get Rothschild to submit an offer of settlement, but he declined, stating he had not considered such a procedure and that he wanted the creditors to get all they could out of the estate. A statement of the company's condition on April 27 of the present year places the total assets at $93,963 and liabilities at $93,876. The firm announced by letter to creditors a few days before this meeting that the business of the corporation was to be liquidated and that payments of maturing obligations would be suspended until the completion of an inventory which is now being taken.

B. Rothschild & Co. was organized in January, 1899, under New York State laws, with an authorized capital of $30,000. In January, 1900, a certificate was filed with the county clerk increasing the capital stock from $30,000 to $85,000, consisting of 950 shares at $100 each. The increased capital, amounting to $65,000, was classified as follows: "Forty thousand dollars shall be preferred stock, designated as class 'A,' and $25,000 preferred stock, known as class 'B,' bearing 6 per cent and cumulative, and shall not participate in any further profits until class 'A' shall have been retired."

The present officers of the corporation are Bernard Rothschild, president, and Herman Levi, secretary and treasurer. Samuel Grossman, who was formerly the secretary of the company, died in April, 1907, and Mr. Levi was afterward elected to that office. Bernard Rothschild, who is prominent in clothing circles here, was formerly a member of the firm of Rothschild, Baum & Stern. He was also interested in Rothschild & Levi, which dissolved in December, 1899.

IN THE COURTS

Hartford, Conn.—Department Store Sued by Christian Scientist for Material Injuries.—Wise, Smith & Co., department store, has been sued by Emily Page Hannon of South Windsor, who asks $5,000 damages because of alleged injuries "from which she became sick, sore, maimed and disordered," and "suffered great pain and distress." She also claims that a year ago she was a Christian Science healer, from which occupation she received an income of $2,500 a year.

American Woolen Company Granted Permanent Injunction Against Charles M. Eakle.—Judge Lacombe, in the United States Circuit Court, has granted the American Woolen Company a permanent injunction against Charles M. Eakle, restraining the latter from using the name "Olivauto" or "Forestry" upon any woolens, or any abbreviations of those trade names or symbols resembling them. The injunction concludes with the statement that it is without costs or damages to either side.

Chicago, Ill.—Owen T. Moses, "Endless Chain Clothing" Man, Arrested and Returned to Chicago.—Owen T. Moses, of endless chain fame, has been arrested in Glens Falls, N. Y., and returned to Chicago on an indictment returned by the Federal grand jury about a year ago. At the time he was indicted it was charged that he defrauded customers of $20,000. Moses left Chicago nearly a year ago. He sold suits of clothing on the "endless chain" plan at 50 cents a suit, it was alleged.

New Haven, Conn.—Bond for Appeal in Danbury Hatters' Case Fixed at $250,000.—Judge Platt, in the United States Circuit Court at New Haven, has fixed the bond for an appeal in the Danbury hatters' case at $250,000, less the amount of the value of the property that is already under attachment in the suit. This is the suit brought by D. E. Loewe & Co. against Martin Lawler and other members of the Hatters' union for damages alleged to have been sustained by reason of a boycott by the Hatters' union and in which the plaintiffs were recently awarded damages in the Circuit Court amounting to $222,000. The proceedings were for the purpose of determining the bond necessary for carrying the case to the United States Circuit Court of Appeals. A tentative appeal has already been filed and a formal appeal is expected to be filed within a month.

A TERRIBLE DISAPPOINTMENT.

Patron (after a careful study of the menu)—"You may bring me a pot of weak tea and a little dry toast."—Puck.

TO CHOIRMASTERS:

Let the volunteer soprano make the motions, while a grand opera record does the singing.—Puck.

Baltimore, Md.—Trading Stamp Law to Be Tested.—A test case to determine the validity of the Trading Stamp act passed at the recent session of the Legislature is being prepared by Deputy State's Attorney O'Dunne. The plan as determined upon at a conference between Mr. O'Dunne and the attorneys for the trading stamp companies is to have some customer of a trading stamp company indicted for violating the Trading Stamp act. The case will then be tried in the Criminal Court. It is said that the test indictment will be prepared during the week. In the meantime the trading stamp companies will not abandon their suits in the United States Court to have the Trading Stamp act declared unconstitutional.

Chicago, Ill.—Nichols & Nichols, Inc., Secure Temporary Injunction Restraining W. H. Nichols from Disposing of the Lease of the Store at 187 Randolph Street.—A temporary injunction has been granted in the case of Nichols & Nichols, Inc., men's furnishers, against W. H. Nichols and the Briggs Hotel Company. The injunction restrains Nichols and the hotel company from disposing of the lease of the store at 187 Randolph street, or from taking possession of the store on May 1. The corporation claims that Nichols, who has managed the store in the Briggs Hotel for a number of years, was instructed to renew the corporation's lease, which expires May 1. Instead of renewing the lease in the corporation's name, they claim Nichols secured a five-year lease in his own name and asked the corporation to vacate.

New York, N. Y.—Bartelstone Patents Company to Sue Many Manufacturers for Alleged Infringements.—According to Seymour Mork, attorney for the Bartelstone Patents Company, which was recently incorporated and which continues the business of M. Bartelstone, said to be the originator of the buckle strap, which acts as a body support, which is attached to all trousers, underclothing and skirts, suit for alleged infringement is to be brought shortly against many manufacturers throughout the country. The buckle strap, which was patented ten years ago, is attached to almost every pair of men's or boys' pants manufactured, said Mr. Mork, and is placed on the side or on the back at the top, where they can be tightened or loosened to suit the proportions of the wearer. Mr. Mork stated that when the buckle strap was patented it was not popular and did not take with the manufacturers. During the last four or five years Mr. Mork said the buckle has sprung into demand and is used by nearly every manufacturer.

INCORPORATIONS.

Billings, Mont.—Berkin Clothing and Shoe Company. Capital, $80,000.

Richmond, Ind.—Richmond Underwear Company, incorporated. Capital, $100,000. Incorporators: Abe Lewis, W. H. Orr, H. E. Sims and L. M. Flash.

New London, Conn.—The James Hislop Company, department store, incorporated. Capital, $130,000. Incorporators: Annie M. Hislop, Graham S. Hislop and Annie H. Allyn.

Cincinnati, O.—The Children's Shop Company. Apparel for children. Capital, $50,000. Incorporators: Julia A., Sarah M. and Mary C. Jeffers, N. B. Hampton and M. A. Schradske.

Wheeling, W. Va.—Harper & Bro. Capital, $200,000. Furnishing goods. Incorporators: Samuel W. Harper, Edgar Charnock, A. L. Frank, Joseph Sacher and S. M. Noyes, all of Wheeling.

Gloucester, Mass.—Stacy's Clothing Store, Inc. Clothing and furnishings. Capital, $15,000. Incorporators: President, Mary S. Stacy; treasurer and clerk, James D. Stacy, and Fanny K. Stacy.

Paris, Ky.—Simon Department Store, incorporated. Capital, $50,000. Incorporators: John J. McClintock, Harry and Jennie Simon. Corporation succeeds to business of H. Simon, dry goods, notions, etc.

Sedalia, Mo.—Press Clothing and Land Company, incorporated. Capital, $50,000. Incorporators: S. E., George Y. and Hattie Press and others. Corporation succeeds to business of Press Clothing Company.

Chicago, Ill.—E. B. Radford & Co., incorporated at Charleston, W. Va. Clothing. Capital 5,000. Incorporators: Edwin P. Goldsmith, H. E. Landis, Arthur H., M. J. and S. M. Spiegel, all of Chicago.

Baltimore, Md.—E. T. Jones & Co., Inc. Hats, caps, etc. Capital, $100,000. Incorporators: Ezekiel T. Jones, Arlie F. Saunders and George L. Daneker. Corporation succeeds to the firm of E. T. Jones & Co., Lombard and Hopkins place.

Cleveland, O.—S. Baum Company, incorporated. Clothing, men's furnishings and hats. Capital, $60,000. Incorporators: Samuel Baum, president; Benjamin F. Gottlieb, vice president, and others. The corporation takes over the business of S. Baum & Co. at 826-830 Superior avenue, Cleveland.

Memphis, Tenn.—Souhr-Beasley Company, Men's furnishings, hats, etc. Capital, $20,000. Incorporators: Albert Souhr, president and general manager; Shubeal T. Beasley, secretary and treasurer; J. E. Beasley, D. O. Davis. The corporation succeeds to the men's furnishings business of John W. Harris, 115 South Main street, Memphis.

New York, N. Y.—E. I. Samuels, Inc., incorporated to deal in clothing, etc. Capital, $50,000. Incorporators: A. Abraham Sarafan of Brooklyn, and others. The corporation will succeed to the present business of E. I. Samuels, woolens, at 189 Lafayette street, and will continue in the same line at that address without change. No officers have yet been elected.

Camden, N. Y.—The Frisbie and Stansfield Knitting Company, incorporated to manufacture knit goods, woolens, etc. Capital $2,500,000. Incorporators: George A. Frisbie and Walter N. Kernan of Utica, and Edward I. Goodrich, 74 Leonard street, New York. This is the formal incorporation of the properties of the Richelieu Knitting Company, Utica, N. Y.; Kendall Knitting Company, Utica, N. Y.; Camden Kniting Company, Camden, N. Y., and the Standard Spinning Company, Oswego, N. Y., under the style of the Frisbie and Stansfield Knitting Company, as told of in a previous issue. The company has already issued $1,000,000 seven per cent cumulative preferred stock, as noted.

St. Louis, Mo.—Stern & Bernd Hat Company, the wholesale hat firm recently formed here, as reported in our second March issue, has been incorporated by the following men: Max Stern, president; Adolph Bernd, vice-president and treasurer; Frank J. Guyol, secretary; Arthur Jacobson, David Mann of New Madrid, Mo. This corporation will have temporary quarters at 1005 Washington avenue, as previously reported, until it signs a lease on a building in course of erection on Washington avenue.

THE FOUR LITTLE MESSENGERS

In Shape of the F. S. Certificates Are Bringing in Questions of Great Importance.

The retail merchants and their staffs in all parts of the United States are awakening to the possibilities that their F. S. diploma puts them in touch with.

Their letters with the little F. S. certificates are coming into Fairchild service headquarters at 42 East Twenty-first street, New York City, with every mail.

The clothier in Alabama, the furnisher in Maine, the manager of the boys' clothing department in Minnesota, the salesman in California, the merchant opening a general store in Colorado, all have found by personal experience the far-reaching influence for improvement in their business affairs that has been brought about by the counsel and suggestion of F. S.

The publishers of this magazine intended that this service should act as the great merchandising office for the retailers. The enthusiastic endorsement of F. S. counsel as contained in the personal and confidential letters indicate the accomplishment of the projected idea, even thus early, by the new organization.

All paid-in-advance subscribers are entitled to F. S. without extra charge. The reader could not possibly do his friend in another city or another state a better turn than to "tip" him off that $2 pays for a year's subscription to this publication and put him in touch with F. S. The larger the circle the better for everyone within the circle.

Boston, Mass.—Chester H. Whitten, vice-president of Rice, Sayward & Whitten, clothing manufacturers, died at his home in Roxbury, Mass., on Sunday, April 24.

OBITUARY.

Gloversville, N. Y.—Louis C. Field, formerly engaged in the glove manufacturing business in New York City, aged 63 years. He is survived by his widow and two brothers.

New Orleans, La.—John C. Henry, a member of the firm of Lake Bros., umbrella manufacturers, is dead, aged 70 years. He is survived by his widow and two daughters.

Troy, N. Y.—Mrs. Elizabeth Bontecon Cluett, widow of J. W. A. Cluett, one of the founders of the firm of Cluett, Peabody & Co., is dead. She was married in 1863 to Mr. Cluett, who died in 1899.

Boston, Mass.—A. C. Nichols, for seventeen years connected with the Boston branch of the United Shirt and Collar Company, Troy, N. Y., as traveling salesman, died on Monday evening, April 25.

Louisville.—Leopold Mendel, senior member of the wholesale hat firm of Mendel, Weinstock & Co., died of an apoplectic stroke, from which he has suffered since last September. He was 63 years of age.

Newark, N. J.—Addison V. Dey, manager of Dr. Jaeger's Sanitary Woolen System Company's retail store at 22 Maiden Lane, New York, died at his home in Newark after a three weeks' illness of typhoid fever.

Milford, Mass.—Frederick J. Egan, of Egan & Larkin, clothing and men's furnishings, is dead, aged 36 years. Mr. Egan has been in the clothing business for the last nine years. His widow and a daughter survive him.

Baltimore, Md.—Leon Kahn.—The funeral of Leon Kahn, formerly of Leon Kahn & Co., clothing, 121 West Baltimore street, who died Tuesday, took place April 28. Mr. Kahn was 51 years old and had been in the clothing business for many years.

Johnstown, N. Y.—William S. Northrup, aged 88 years, a retired glove manufacturer, and until 1894 the senior member of the Northrup Glove Manufacturing Company, is dead. He was one of the pioneer glove manufacturers of Fulton county.

New York, N. Y.—Solomon Weill, formerly a member of the firm of H. Wallach's Sons, shirt manufacturers, who now do business under the name of Heller & Long, converters of cotton goods, died at his bachelor apartments at 995 Madison avenue, aged 68 years.

Cleveland, O.—Samuel N. Mendelson, 2042 East Forty-sixth street, father of State Senator Albert Mendelson, died at St. Luke's hospital after an illness of four weeks. Pleurisy was the cause of death. Mr. Mendelson was born in Germany sixty years ago, but was brought to this country by his parents before he was a year old. For many years he lived in Buffalo, but about thirty years ago came to Cleveland and since that time had been engaged in the clothing business. At the time of his illness he was manager of the Hub Clothing Company. Five sons and four daughters survive.

Cincinnati, O.—Abraham Sommerfield, of Sommerfield-Marks Company, clothing manufacturers, died after a short illness, aged 60 years. Mr. Sommerfield was one of the oldest clothing manufacturers of this city. He was born in Germany and came to America when very young. He had been a resident of this city for nearly forty years and had built up the present firm of Sommerfield-Marks Company, of which he was the head. About a year and a half ago he retired from active business. He is survived by his widow and two daughters. He was a director of the People's Bank and Savings Co. and was prominent in charitable work.

ADVERTISING OF THE FORTNIGHT.

WOULD NOT AGREE TO REFRAIN FROM CUTTING PRICES.

A

TIMELY ADVERTISING.

A

"COLD CASH."

A

CAUGHT IN THE CURRENT

New York, N. Y. — Co-operative Display Fixture Company.—This company has leased 143 Grand street for a term of years.

Omaha, Neb.—Trade Excursion.—The Omaha Commercial Club will conduct a trade excursion in South Dakota and northern Nebraska May 16 to 25, inclusive.

Corning, N. Y.—Giving $1,000 Accident Insurance Policy With Box of Hosiery.—The Model Clothing House, East Market street, is giving a $1,000 accident insurance policy with every box of insured hosiery.

San Diego, Cal.—Big Exposition Planned in 1915 to Commemorate Opening of Panama Canal.—The Panama-California Exposition, to be held in this city in 1915, is being planned. The exposition will run the whole year and will commemorate the opening of the Panama Canal.

New Orleans, La.—"Boomers" to Meet Here May 27-28.—Ex-Governor David B. Francis of Missouri will be the chief speaker at the second annual convention of the Southern Commercial Secretaries' Association, which will meet in New Orleans, May 27 and 28, with a twenty-day trip to Panama as an aftermath.

Providence, R. I.—New Superintendent for Shepard Co.—J. E. Roosa, for five years with the Wanamaker store, New York, has been appointed superintendent of the Shepard Company, Providence, R. I. Prior to leaving Wanamaker's Mr. Roosa was presented with a gold watch by a number of the employes.

Chicago, Ill.—T. Pedlow Leaves Fair to Go With Traver-Bird Company of Detroit.—T. Pedlow, hat buyer for the Fair, has resigned to become associated with the Traver-Bird Company, Detroit, in a similar capacity. J. C. Fox, formerly assistant to Mr. Pedlow, succeeds to the buyership, while Mr. Stokes, a salesman, becomes assistant.

New York, N. Y.—Tea Room for Men Opened.—A tea room for men that has been opened on the second floor of 7 East Forty-first street is the first of its kind in this city. If they desire the men may brew their own tea and smoke all they wish. If they do not, tea will be made for them. On the first floor is a tea room for women.

Detroit, Mich.—Industrial Exposition to Be Held Here June 20 to July 6.—Detroit is to have an industrial exposition from June 20 to July 6, inclusive, and expects to show goods worth between $1,000,000 and $1,500,000. The processes of manufacture as well as the products of Detroit's factories will be displayed. The committee of 275 manufacturers, whose companies represent a capital of $150,000,000, is working to make the Detroit exposition the most important epoch in the city's history.

St. Louis, Mo.—Well Clothing Company Opened on Saturday, April 30.—This new men's store, Broadway at St. Charles street, the old Simmons corner, which has been heralding the event in advance by extensive and interesting ads, opened April 30. They offered "positively the most wonderful values ever shown by any store in America at $7, $9, $11, $13, $16, $19." Two marvelous opening souvenir specials were men's and young men's suits at $3, and men's and young men's pants at 59 cents. The suits were described as "coats, pants and vests made of cassimeres and worsteds, in neat, nobby styles, fancy cuffs on sleeves; some with dip fronts, others more conservatively designed; well lined. Positively only one suit to a customer. On sale Saturday only at $3." The pants were described as having "side buckles; belt straps; some with cuff bottoms and two hip pockets. We bought a big stock of them and expect to have enough to last all day—but we aren't sure! Only one pair to a customer. On sale Saturday only at 59 cents."

Cleveland, O.—Clerks Want Earlier Closing.—A movement is on foot among the retail clerks to petition the clothing, hat, furnishings and shoe stores to close earlier during the summer months.

Watertown, N. Y.—Will Close Stores in the Evening.—The James R. Miller Company, the Remington Clothing Company, the F. P. King Company, MacLeod, Smith & Co., A. J. Holstein, James M. Dorsey, E. A. Vandewalker, J. Lebovsky, Scott Bros. & Co., and H. Butterworth & Sons, clothiers and men's furnishers, have signed an agreement to close every evening except Saturday and for ten days preceding Christmas.

Trenton, N. J.—Socialists Reported Planning a Co-operative Store for This City.—It is said that Trenton Socialists are planning to open in this city a co-operative store, to be conducted on the plan of such concerns under the auspices of the Socialists in European countries. The project is expected to be brought to a successful consummation in a short time.

Sangerville, Me.—Moses Carr Celebrates His One Hundredth Birthday—Is Enjoying Best of Health.—Moses Carr, for many years identified with the woolen industry, celebrated his one hundredth birthday on April 22. A family reunion was held and there were five generations of Carrs present: Moses Carr, age 100; Frank S. Carr, age 76; Fred H. Carr, age 52; Omar Carr, 25 years old, and Master Ogden Moses Carr, age 2 years. He is at present a stockholder in the Sangerville Woolen Company of this place, and he has served as president of the Sangerville Woolen Company and the Carleton Woolen Company, both of this place.

Syracuse, N. Y. — Campaign for General Half Holiday in July and August.—The Consumers' League has requested the Chamber of Commerce to help a general half holiday movement in July and August. It is hoped to get all classes of manufacturers and retailers interested.

Joplin, Mo.—McElhany & Tatem Furnishing Goods Company, incorporated. Wholesale. Capital, $50,000, fully paid in. Corporation will succeed to business of the Southwestern Mercantile Company, wholesale notions, etc. John T. McElhany, president of the concern, was the pioneer wholesale merchant of southwest Missouri, being in the wholesale dry goods and notion business in Neosho in the eighties.

GRASP PSYCHOLOGICAL MOMENT.

WANAMAKER'S, New York, again demonstrated on Saturday the effect and value of the expeditious treatment of current events. They grasped the opportunity on Saturday to comment felicitously on the death of King Edward, as follows: "Three thousand miles of sea cannot divide two peoples of the same blood and the same speech. We, too, must mourn the death of the man who, perhaps more than any other, influenced the feelings of amity and brotherhood between two nations, where austerity and estrangement had prevailed so long before.

"Through his tactful diplomacy and international popularity, his had come to be the strongest hand in the maintaining of peace in Europe, and in building up the financial prosperity of his Empire, which had been so imperiled by the Boer War, which had embittered the last days of Queen Victoria.

"The whole world mourns with Great Britain to-day, and we of this land, to whom he specially reached out his hand from the day he stepped up to his kingly throne, bow in sorrow for the loss of so great a friend.

"JOHN WANAMAKER."

This tribute to the former ruler was placed to advantage on the Wanamaker page, with a wide indenture, at the edge of which were heavy inverted column rules, forming a "box." The entire typographical effect, appearance and idea was skillfully and sympathetically carried out.

DETROIT BUSINESS GOOD.

THE mixture of fair and inclement weather last week, it was stated, had little, if any, effect on trade. Dealers, both in the downtown and outlying districts, report steady business, with money easy. The wholesale houses also report collections easy, and manufacturers of overalls, caps, etc., say they are working overtime in an unsuccessful effort to meet orders on time. Shipping conditions also show some improvement.

TOO LATE TO CLASSIFY

Philadelphia, Pa.—Both Jacob Reed's Sons and McDonald & Campbell, retail men's clothiers, state that they do not believe there will be any marked change in men's styles on account of King Edward's death.

Wilkesbarre, Pa.—Joseph H. Tyroler Returns to Old Position.—Joseph H. Tyroler, who two months ago came as superintendent to Jonas Long's Sons, dry goods, Public Square, from the Bailey Company, Cleveland, O., has returned to his former position in Cleveland.

New London, Conn.—James Hislop Company Organizes.—The James Hislop Company, department store, recently incorporated with a capital of $130,000, as reported, has organized with the following officers: G S. Hislop, president; William Muir, treasurer, and J. A. Hislop, secretary.

Philadelphia, Pa.—No Successor Yet to David D. Adams as Clothing Buyer for Gimbel Bros.' Store Here.—No successor has yet been selected to David D. Adams, clothing buyer for Gimbel Bros.' store in this city, who has been appointed to succeed Henry Harris as clothing buyer for Mandel Bros. of Chicago.

Philadelphia, Pa.—Henry H. Ellison, of John B. Ellison & Sons, importers and jobbers of cloth, stated that he did not believe King Edward's death would have any great effect on men's styles except in closely confined classes like the 400. He hardly believes that we will follow England's piece goods colors or patterns because the piece goods we import from there are made up on our own orders and created by American designers.

New York, N. Y.—H. W. Peters Resigns as Boys' and Children's Buyer for Siegel-Cooper Company.—H. W. Peters, who was appointed buyer for boys' and children's clothing for the Siegel-Cooper Company recently, resigned from his position May 6. He was previously with the William Barr Dry Goods Company of St. Louis, Brokaw Bros. of New York, and James Wilde, Jr., & Co. of Chicago. Mr. Peters is open for an engagement for men's, boys' and children's clothing.

BUSINESS NOTES.

The accompanying illustration shows a new coat chain from the line of Lindahl, Lavick & Co., wholesale men's jewelers, Chicago. Although termed "chain," it is made of half-inch silk ribbon, which comes in two colors, gray and black, and is mounted with gold trimmings, and with either gold, smoked pearl or natural pearl coat buttons. The feature of this coat chain is that it is adjustable to any length and is claimed by Lindahl, Lavick & Co. to be the only chain fitted with a similar adjustable device that will hold the weight of a watch.

The patent adjustable collar, which H. Cohn & Co., Chicago, are showing in their line of men's overcoats for the coming season, is meeting with an excellent reception by the trade. The line of men's suits and overcoats shown by this firm maintains a high standard of quality and carries the union label.

The work on the addition to the Holston Manufacturing Company's hosiery mill at Lenoir City, Tenn., is being rapidly pushed to completion. When this is completed Lenoir City will boast of having one of the largest hosiery mills in the South.

Moch, Berman & Co., clothing manufacturers, Cincinnati, report their factory running to its full capacity.

Traveling Men Report Success—It is reported at the Chicago office of Brandegee, Kincaid & Co. that the men on the road are meeting with much success.

J. Perlstein Adds More Space.—J. Perlstein, manufacturer of boys' and children's clothing, 1435-1439 North Ashland avenue, Chicago, in addition to occupying the third floor, will take over the first floor of the building at once. The lofts are 26 by 100 feet.

Curlee Clothing Company Having Splendid Business From Their Territory for Fall.—A representative of this paper learned from reliable authority that the Curlee Clothing Company, St. Louis, in the territory covered by them through the South and Southwest, are considerably ahead on orders booked for fall delivery over the corresponding period last year; that it is the biggest season the house has ever had.

William H. Shapera and M. A. Zolla Form Kumfort Garment Company.—William H. Shapera, formerly superintendent of the Ozark Garment Company, manufacturers of children's specialties, Chicago, and M. A. Zolla have started in business for themselves, manufacturing a full line of Indian suits, play suits, baseball suits, rompers, creepers and flannelette sleeping garments. The style of the firm is the Kumfort Garment Company. The firm has opened a factory and office in room 419, Central Union block, 271-285 East Madison street.

George S. Pomeroy, of Pomeroy Bros., Chicago, manufacturers of neckwear, has returned from a six weeks' vacation trip in southern California and the Northwest. Mr. Pomeroy played golf on all of the principal courses in the West, including the links on the Santa Catalina Islands. He also called socially on several of Pomeroy Bros.' customers. Although he considers the Pacific Coast a wonderful country for a winter outing and remarkable in a business way, he says he is well satisfied to continue to make his headquarters in Chicago.

"Egyptian Hustlers" Plan Unique Celebration.—Three big parades, an elaborate display of fireworks and athletic events will be the principal features of the 1910 convention of the "Egyptian Hustlers," as the southern Illinois traveling men call themselves, which will be held in East St. Louis, Ill., June 9-11. The "Hustlers" expect fully 100,000 visitors in East St. Louis during the three days of the meeting, and will spend about $10,000 to entertain them. About $5,000 will be spent on the big "King Pompey" parade alone, which always has been the chief feature of the "Hustlers'" convention. About twenty-five floats and several hundred horsemen will be in this parade.

Heavy Demand for Union Suits Reported.—At the office of the Monarch Underwear Company, Bowling Green, Ohio, it was stated that the factory is rushed to supply the demand for union suits, and, had it not been for the cold spell, there would have been much difficulty in taking care of the orders. There has been a heavy demand from the Pacific Coast country and other portions of the West all through the season, it is said.

Kling Bros. & Co. Install Knitting Machines.—Kling Bros. & Co., Chicago, have installed fourteen knitting machines in their building at 1751-7 North Robey street, and they are now manufacturing men's, boys' and children's sweater coats for fall delivery. This department is to be known as the Kling Knitting Mills. They say their sweater coat business has been increasing for several years, and they find it necessary to add this new equipment.

Fried & Wander Company Further Increase Space.—Fried & Wander Company, wholesale hats, who are now occupying a part of the building on the northwest corner of Jackson boulevard and Fifth avenue, Chicago, and two floors in the adjoining Mandel building, as recently reported, on May 15 will acquire another entire floor of the building now used, and in January will take still another floor of the same building, when a part of the space used in the Mandel building will be given up. "The growth of our business," said a member of this firm, "has been almost phenomenal and we were obliged to enlarge our quarters long before we anticipated." Of the business now being booked for fall this man said: "About 70 per cent of our fall orders are for telescopes, in pearl, fawn and some other variations of gray and brown."

The A. & H. Wildberg Co. of Cincinnati, makers of Eclipse caps, show another new one in the advertising pages of this issue. The "Whirl" promises to duplicate the business done on their popular "Buick" cap.

To Custom Tailors:

It's fine to be in business for yourself, but sometimes a good salary, regular and permanent, looks a lot better to a man than independent uncertainty.

If you're a good tailor, and know your business; can manage men; know good work when you see it; and feel that steady work, well paid, is better for you than doubtful success by yourself; we want you.

We have several good positions for men like you; come and see us about it.

Hart Schaffner & Marx
Good Clothes Makers
Franklin & Monroe

A Recent Announcement by Hart, Schaffner & Marx in the Chicago Papers.

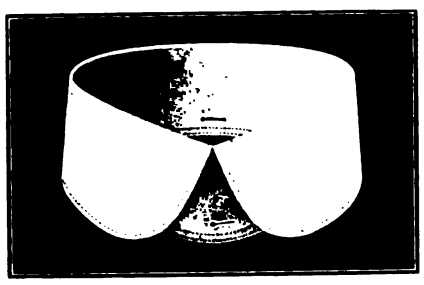
McCurrach & Smith, manufacturers of high-grade neckwear, Chicago, are about to put upon the market an entirely new cravat, called the Paon Coq Le Blue. Just what the nature of this new scarf will be they have not disclosed as yet, but they state, however, that it is made of silk woven especially for them and nobody else, and designed particularly for young fellows and old fellows with young taste. They have gone to a lot of expense in the preparation of this tie and undoubtedly it will not prove disappointing to the trade.

Corliss, Coon & Co., Troy, N. Y.—They are reported planning an addition to their Ontario street plant.

M. Gimbel & Sons, Chicago, are showing in the line of hats for fall, 1910, a large assortment of English Saxony felts.

L. Greif & Bro., Baltimore.—Their proposed clothing factory on Ashland avenue, according to a local report, will cost $8,000.

The Harris Suspender Company of New York are now represented on the Pacific Coast by Levy, Wallenstein & Harris, 14 Sansome street, San Francisco, Mr. Wallenstein, of this latter firm, formerly being of the firm of Wallenstein & Hanly, who before represented the Harris Suspender Company on the Coast. The Chicago office of the Harris Suspender Company is at room 347, Rand-McNally building.



The "Myopia," a collar recently brought out by George P. Ide & Co., Troy, N. Y., is shown in the accompanying illustration. The collar is made in the popular wide opening style. It is cut 2 inches high in front and 1⅞ inches in back.

The United Ribbon Company, 57 Greene street, New York, whose success with strong selling styles and ideas in tubular neckwear for the spring and summer has been widely and most favorably commented upon by the trade, are booking a very gratifying amount of business for fall delivery; also on novelties for July delivery. They are bringing out some striking effects in novelties with bayadere satin stripes in colors and also Jacquards. In the new collections there are also new tubular weaves in solid colors and two-tone effects, checks and plaids. The new assortments shown are in heavier weaves, there being considerably heavier silk warps used than have hitherto been introduced in tubular scarfs. According to the splendid volume of new business the United Ribbon Company see a bright season ahead for tubular neckwear, and their confidence is centered in a big output of their "Tu-in-One" tubular, seamless novelties for the new season. They advise buyers to make an early inspection of the line in order to insure early delivery of orders.

A Publicity Train, consisting of eight cars, has started on its tour of three states for the purpose of booming the industries of Troy, N. Y. Two weeks will be used in touring New York state and the western part of Massachusetts and Vermont. The Publicity Train is the first venture of its kind ever attempted in this section of the country. The far West has sent publicity trains into Troy and a few middle West states have operated them in that section, but in this part of the country the venture is a new one.

The members of the Commercial Travelers' Association, under whose auspices and by whom the train is conducted, started the movement for the train at a meeting of the association last October. A few of the members believed it would be a good thing to show Troy's industries to the radiating territory.

The collar display of Troy is in the forward part of the second exhibition car. It is under the auspices of the Shirt and Collar Manufacturing Association, representing these firms: The United Shirt & Collar Company, Cluett, Peabody & Co., George P. Ide & Co., Hall, Hartwell & Co., Searle Manufacturing Company, Van Zandt, Jacobs & Co., Earl & Wilson, Corliss, Coon & Co., Tim & Co. and the William Barker Company. The exhibit occupies two-thirds of the car. The compartment has been decorated with light blue bunting, with Yale blue as a base. There are cases of all the different styles and makes turned out by the different collar and shirt factories. The nine operations in making a collar are shown. There are also large pictures of the Lion factory at Twenty-first street, Lansingburgh; Hall, Hartwell & Co.'s factory, Corliss, Coon & Co.'s factory, Earl & Wilson's, the William Barker Company of Watervliet, the River street, Jay street and Broadway factories of Cluett, Peabody & Co., George P. Ide & Co. and interior views of the Corliss, Coon & Co. factory.

Pomeroy Brothers, Chicago, report large sales on Rumchunda batwings and four-in-hands. The "Blackstone," their latest production, a large flowing-end four-in-hand for spring and summer wear, is selling especially well. This four-in-hand is made with a wide-open end and the ranges include three new ideas in fancy bordered effects. The colorings include the new and popular shades of brown and "blonde" tints, as well as the new greens and the staple shades of navy and indigo.

F. A. Palmer, manager of Hugh Lyons & Co.'s Chicago office, has just closed a big order for completely furnishing the new clothing store of Schmitz & Gretencort, Aurora, Ill., the interior of which is described and illustrated on another page. The store will be opened at Joliet, Ill., about the middle of July. The order includes the designing and arrangement of the entire store to the minutest detail, and the fixtures alone for this store will require at least three cars to transfer them from the Lansing, Mich., factory to Joliet.

Hart, Schaffner & Marx, Chicago, have re-leased the main floor of their old building at Market and Van Buren streets, part of which was formerly used for their offices and clerical department. Their re-leasing, however, is for the purpose of turning it into a shop which they expect to have in full operation this week. As they have scarcely become settled in their new building, with the additional shops which it gives them, it is considered rather an optimistic point when they are already able to use extra space for manufacturing purposes.

W. S. Peck & Co. Increasing Capacity.—The producing capacity of W. S. Peck & Co., Syracuse, N. Y., is being increased by the addition of a floor to their present factory on West Water street, which will enable them to turn out about 1,200 more coats a week than at the present time. The floor is about 75 feet by 125 feet, and it is figured that about a couple of hundred extra hands will be employed in the addition. At the New York office of W. S. Peck & Co. yesterday it was said that the increased business which is being sent in by the salesmen now on the road has prompted the company to take care of it in this way.

Buyers visiting the showrooms of the Frankel Display Fixture Company, 733 Broadway, New York, will find some marked changes completed and others in process. The mezzanine gallery has been widened 12 feet and has been extended along both sides of the show room from front to back. The idea of separating the different departments has been further carried out than heretofore. For example, one side of the gallery is occupied entirely by forms for the manufacturing trade exclusively. The wax figure department is on the main floor. As heretofore, the basement contains the bargains. Additional electric lights have been installed which conduce to the comfort of the buyer.

The point is made by one of our correspondents that the effect of the death of the king will be so slight in the United States that on very, very high-class goods and on the cheapest of cheap goods in all kinds of colors the opportunity exists for all classes of buyers to secure in London to-day such merchandise at extraordinarily low prices, because of the period of mourning throughout England. And, per contra, that semi-staple and black goods will be at such a premium, owing to England's demand for these, that in the semi-staple styles and colors a shortage will exist and surpluses everywhere be drawn on to supply England's needs.

IF WHAT YOU WANT IS NOT ADVERTISED, THEN ADVERTISE FOR IT

Somewhere around your establishment you doubtless have a show case or two, some window fixtures or other articles of store equipment which you no longer use, but which some other merchant would be glad to purchase from you. Through these columns you can reach that other merchant.

RATES FOR ADVERTISING IN THE CLASSIFIED COLUMNS:

Positions Wanted, two cents a word; minimum charge 50 cents. If inserted in both MEN'S WEAR and the CHICAGO APPAREL GAZETTE, total charge three cents a word. Display ads., $1.50 an inch.

Help wanted and other miscellaneous headings, three cents a word; minimum charge 75 cents. If inserted in both MEN'S WEAR and the CHICAGO APPAREL GAZETTE, five cents a word.

Display advertisements, $2.00 an inch. Remittance must be sent with order, as these amounts are too small to open accounts.

RETAIL POSITION WANTED

WINDOW TRIMMER AND SHOWCARD WRITER, THREE years with best and largest men's wear establishment south of New York, twelve years' prior experience with other high-class house, is open for position with a house of equal standing; one that is strictly a "live wire" and recognizable when brains, knowledge and ideas are infused into the position; can also illustrate for newspaper ads if desired; references, with photographs and samples of work, on request. Address 241, care of Fairchild Co., 42 East 21st St., New York City. 5-11-1cm

BY A1 WINDOW TRIMMER AND FURNISHING GOODS salesman, position with progressive house; am at present engaged, but desire to change; best reference by present employer. Address 240, care of Fairchild Co., 42 East 21st St., New York City. 5-11-1pm

A1 WINDOW DRESSER, CARD WRITER AND GOOD clothing salesman, thoroughly competent, a hustler, desires position. Address L 511, care of Fairchild Co., 42 East 21st St., New York. 5-11-1pm

MANAGER CUSTOM TAILORING DEPARTMENT, NOW in complete charge of department, doing extensive tailoring business throughout the country, especially the South, young, energetic and thoroughly acquainted with all requirements of the business, willing to make change for proper inducements. Address 243, care of Fairchild Co., 42 East 21st St., New York City. 5-11-1pb

A THOROUGH, UP-TO-DATE CLOTHING MAN WITH TEN years' experience in all the branches of the clothing business, now manager for a first-class firm in New England, would entertain a proposition from a good, live firm outside the New England states. Address 248, care of Fairchild Co., 42 East 21st St., New York. 5-11-1pb

RETAIL HELP WANTED

YOUNG MAN WANTED IN CLOTHING AND FURNISHing store; must have experience, also a knowledge in trimming windows; give references with whom formerly employed; also state salary expected. Address Box 103, Peekskill, N. Y. 5-11-1cm

WESTERN POSITIONS—FOR SEVEN YEARS WE HAVE furnished the principal merchants of the Rocky Mountain and Pacific Coast states with retail salesmen and buyers in dry goods, clothing, furnishings and shoes; window trimmers, cardwriters and advertising men. Can render valuable service to well-qualified mercantile men open to consider western positions. Information regarding methods and charges upon request. BUSINESS MEN'S CLEARING HOUSE, INC., DEPT. Y, Century Bldg., Denver. 5-11-2cm

EXPERIENCED MANAGER WANTED FOR DEPARTment store, one who thoroughly understands the retail business; must be window dresser, card writer and advertiser; none but responsible man need apply; give best reference. Address F 511, care of Fairchild Co., Chicago, Ill. 5-11-1cm

RETAIL HELP WANTED

WANTED—MAN WHO IS A CLOTHING SALESMAN AND can do window trimming and card writing; also able to take full charge of a clothing department. DREYFUS DEPARTMENT STORE, Natchez, Miss. 5-11-1cm

SALESMEN WANTED

WANTED—SALESMEN TO CARRY SIDE LINE BOYS' knee pants and knickerbockers made out of mill ends. Address 108, care of Fairchild Co., 42 E. 21st St., New York. 5-5-tfcob

TRAVELING SALESMEN—MEN EXPERIENCED AS REtail clothing salesmen or in taking measurements for men's made-to-measure garments to hold special displays of woolens with our agents and to assist them in booking orders; splendid opportunities for men of ambition; references, age and complete business experience to accompany application. E. WACHTEL, Sales Manager, 833 W. Main St., Louisville, Ky. 5-11-5pb

WE HAVE SEVERAL TERRITORIES OPEN FOR EXPErienced salesmen of men's neckwear; all communications will be treated confidential. Address THE STAG BRAND, 32 Union Square, East, New York City. 5-11-1cm

WE WANT TO ACQUAINT EVERYONE WITH THE switchback suspender, and are desirous of representation in the territories represented by experienced salesmen, preferably those who sold suspenders and belts and have established trade; only such who state full particulars in first reply will receive attention; correspondence strictly confidential. Address MONARCH SUSPENDER CO., 718 Broadway, New York. 5-11-1cb

NECKWEAR SALESMEN—PROMINENT 25-CENT NECKwear house requires competent salesmen with established trade on commission basis; territory open, Ohio, Indiana, Kentucky, Illinois, Kansas, Missouri, Louisiana; letters confidential. Address 239, care of Fairchild Co., 42 East 21st St., New York. 5-11-1pb

GOOD OPPORTUNITY OPEN FOR SALESMAN OF men's trousers with established trade; state territory covered, also grade of line handled. Address "OPPORTUNITY," care of Fairchild Co., 42 East 21st St., New York. 5-11-1pm

SALESMAN CALLING ON MEN'S FURNISHING AND clothing trade in Chicago and surrounding territory, wanted to handle line of high-grade men's leather belts on commission basis; other good territory open also. Address L. KIPER & SONS, 500 South Peoria St., Chicago, Ill. 5-11-1cb

Will Negotiate With Salesmen

For Northern Iowa, South Dakota, North Dakota and Minnesota

Only experienced clothing men, well established in the territory, need apply. All communications confidential. Address **W 511,** care of FAIRCHILD CO., Chicago, Ill. 5-11-tfcb

IF WHAT YOU WANT IS NOT ADVERTISED, THEN ADVERTISE FOR IT

FOR SALE

OPPORTUNITY—WOULD YOU LIKE TO KNOW OF A money-making men's wear store for sale? Clean stock, turning same 3½ times yearly; small capital required; owner must devote time to the manufacturing business; write for prospectus giving all particulars. HUNT MFG. CO., Garrett, Ind. 4-6-tfcb

AN UP-TO-DATE, WELL-ESTABLISHED DRY GOODS and clothing store fitted up with the latest improvements in the best and most growing town in the state of Florida; new stock, and amounts to $10,000; can reduce to suit purchaser; other business reason for selling; a good opportunity. Address "FLA.," care of Fairchild Co., 42 East 21st St., New York City. 5-11-1pb

FURNISHING AND HAT STORE, BEST LOCATION IN Peabody, Mass.; right on the Square, where all cars stop. Address BOX 162, Salem Mass. 5-11-1cm

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SPLENDID OPPORTUNITY FOR HUSTLER, FINE clothing, hat and furnishing goods store in a hustling city of 125,000; stock and fixtures will invoice about $25,000; stock new and high-class; fixtures and front modern; corner store best location; good lease and cheap rent; one wishing to continue only need apply; will not sacrifice or trade; reason for selling, sickness. Address 245, care of Fairchild Co., 42 East 21st St., New York. 5-11-1pb

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Doing $16,000 business a year; can be increased to $25,000; store located in Chicago; no competition nearer than three miles; can show you 30% on your ivnestment by paying a manager to run same and 50% if you run it yourself; reasons for selling, cannot give it the attention that it deserves and want to enlarge my business at another location; you can draw a salary of $50.00 a week and pay all bills and expenses; a live man can make money on this proposition; rent, $1.00 a day; will invoice stock and outstanding accounts, which I consider worth 95% on the dollar; will sell for cash only; no trades or time will be given consideration; will show books to anyone meaning business and who has the cash; about $5,000 will handle it. Address "SNAP," care of Fairchild Co., Chicago, Ill. 5-11-1cb

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LINES WANTED—WILL LOCATE THIS COMING FALL in one of the very best southern cities, a live, growing place of 50,000 inhabitants, and desire to represent first-class lines of merchandise from good manufacturers who are desirous of pushing their goods among the retailers in that rapidly developing locality; am well experienced in men's clothing and furnishing goods, having had years of experience, and would like to receive propositions from manufacturers or jobbers in various lines, those who want to push their sales in the territory in which I will locate; can furnish best of references. Address Box 246, care of Fairchild Co., 42 East 21st St., New York. 5-11-1pb

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Merchandise of every description—such as **Clothing, Men's Furnishings, Shoes, Hats,** etc.

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High class Novelty, Air Brushed, designed and plain work at ridiculously low prices. Send for Price list. **"IT WILL PAY YOU TO KNOW US"**
4-6-tfpm

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Frank Kupferberg

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40 LISPENARD ST. Telephone 2144 Franklin NEW YORK CITY
3-9-tfcm

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Do you realize that there will be a big demand for "HARTO" EAR MUFFS this season? To give them space in your catalog means money to you. Write us today for particulars.

WM. H. HARTMANN & CO., Elgin, Ill.
5-11-1cm

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5-11-1pm

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you should sell "Alco System" Clothes is answered by all "Alco" Dealers every day.

The pre-eminent features of

"ALCO SYSTEM" CLOTHES

include original styles by originators of styles.

All wool materials by weavers of woolens—not cottons or shoddies—and specially patterned fabrics designed by expert pattern designers.

All of these, combined with exceptional manufacturing facilities, justify the statement that "Alco System" Clothes

ARE THE BEST MADE

Write today to see the Fall line and we will be pleased to prove our claims.

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"ALCO" SYSTEM CLOTHES MAKERS.
ELEVENTH, WOOD & CARLTON STS., PHILADELPHIA, PA.

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ASTOR, LENOX AND
TILDEN FOUNDATIONS.

MEN'S WEAR

THE RETAILERS' NEWSPAPER

Vol. 29 MAY 25, 1910 No. 2

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FAIRCHILD COMPANY

PRICE, 15 CENTS

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Adler-Rochester Shoulders. *A feature of this season's Adler-Rochester Clothes is the splendid shoulder effect—the most becoming that has appeared in years. A natural well-rounded shoulder is this—neither broadly padded nor narrow and cramped, which seems to be the faddish tendency of today. The makers of Adler-Rochester Clothes cater to manly Americans, always avoiding extremes, but retaining all that is best in good style.*

Clothes Worth Looking For —Worth Insisting Upon

Near you is a store where Adler-Rochester Clothes are sold. Find this store and you'll find clothes that are great beyond all description.

For about Adler-Rochester Clothes there is an *indescribable* distinction —apparent only in their *actual appearance* when worn.

On each garment is lavished the utmost in time and skill. For every detail there is employed an expert custom tailor.

Master designers and deft craftsmen lend a touch of perfection to the Adler-Rochester style and fit—achievements in *fact*, not in theory.

And on the making is spent four times what some makers spend. Six per cent profit makes possible the prices—$18 and upwards.

Clothes like these are well worth looking for—worth insisting upon.

ADLER-ROCHESTER-CLOTHES

If you could once visit the Adler-Rochester plant and see the ideal working conditions that exist here —the reading, dining and smoking rooms, the 1011 windows, the vacuum cleaners and ventilation devices—you'd become forever a convert to Adler-Rochester Clothes.

Send for Style Book Today

A famous artist has painted—from living models—24 of our latest designs. Every pattern and shade is shown in actual color.

Among others, Adler-Rochester Grays and Blues—this season's most favored colors—are beautifully reproduced in our splendid Spring Style Book. The book is costly—we don't want to waste it. But, if you are a lover of the best in clothes, you are welcome to a copy free. A postal request brings it, with the address of your Adler-Rochester dealer. Ask for Style Book "C."

L. Adler, Bros. & Co., Rochester, N. Y.

An Appeal To The Intelligence

This is the keynote of every Adler-Rochester advertisement.

Note the accompanying half-page reproduction from current issues of Collier's Weekly and the Saturday Evening Post.

It is estimated that the combined circulation of these two publications comprises 6,000,000 readers—**intelligent** readers.

So we confine our arguments as to the superiority of Adler-Rochester Clothes to **facts** alone.

Brief logical **reason-why** do twice the work of pictures.

Illustrations only **attract.**

Arguments—**Adler-Rochester** arguments—**convince.**

Consequently they **sell clothes.**

That's why Adler-Rochester agencies are always successful.

The demand created in each community is directed to our dealer's door.

And the fact that this is an **ever-increasing** demand makes an Adler-Rochester agency an enviable opportunity

If your town is without one, write us today.

Sample garments, swatches, etc., sent on request.

L. Adler, Bros. & Co.

ROCHESTER, N. Y.

Boston,
Oak Hall Bldg.

Chicago
77 Jackson Blvd.

Values

Up-to-date business methods and an attractive store are potent factors in the successful operation of a retail clothing store, but even more important is the giving of VALUES.

Merchandise VALUE will instill into a window display that which is beyond the power of the most competent window trimmer. It will build your business so that you can actually see it growing—In short, VALUES spell Success.

Are you going ahead as fast as you desire?

Our clothing values are responsible for many a retail success; perhaps we can help you.

Barron, Thompson & Anderson Co.

36 Otis Street, Boston, Mass.

"EFF-EFF" Clothes

(Always Good, But Never So Good As Now)

will effect even greater savings in Alteration Expense for Fall and Winter than this season.

"EFF-EFF" FASHION-PIVOT CLOTHES
The Fechheimer Fishel Co.
Makers New York

The Best-made Clothes in America

RETAILERS of "EFF-EFF" Clothes this season are realizing the great advantage of a line that requires less than half the alterations that were formerly looked upon as a necessary evil.

"EFF-EFF" Clothes are *correct without corrections.* The new Fall and Winter lines are a step nearer perfection.

Let our "EFF-EFF" TWINCOAT lend real distinction to your winter clothes display.

The Fechheimer Fishel Company

746-748-750 Broadway, New York

We *Were* Right

The **exclusive** Young Men's department.

Should it be made a permanent and prominent part of every up-to-date clothing establishment?

This is the question we asked in these columns a week or so ago—and the unanimous answer is—

YES!

A Number Say "Yes"

A great number of the largest and most prosperous merchants of America **agree** with the contention that has been consistently maintained by the makers of **THE L SYSTEM** Clothes.

A great number of representative merchants know from experience that the Young Men's department—devoted solely to the advance of young men's ideals and desires in the matter of clothes—is a

Profitable, pleasant and prestige-creating innovation.

The Fact is Proven!

Every city boasts one or two stores that always get the cream of the Young Men's trade.

The others subsist upon what is left.

And, while this fact is not a pleasant one upon which to meditate, it is, nevertheless, true.

The store that gets—and holds—the trade of the Young Man who **knows** what he wants is the store that has established a Young Men's department and that displays in that department **THE L SYSTEM** Clothes.

By the test of years of experience some few thousand of the largest clothing merchants of this country have proven this fact.

Your Y. M. Department

Now is the appointed time for you to follow the lead of the sagacious men of the country.

Now is the time for you to brighten up—to forge forward—to keep pace with the progress of the times.

Now is the time for you to obtain—for your own establishment—the pick and cream of all the best-dressed young men in your entire section.

Hundreds of men—all the best of business men—have seen this great white beacon light.

The result is a fatter bank account—a permanent business betterment.

If You Haven't Written—*Write NOW!*

If you are one of the few who haven't yet learned of the unapproachable merit of **THE L SYSTEM** showing for Fall and Winter 1910-11, it will be a very wise act for you to write us—at once.

We will prove to you in numberless ways that **THE L SYSTEM** showing is head and shoulders above any of the many attempts to imitate it.

We will show you just exactly how to increase your Young Men's business—not generalities—but concrete examples of business-building, which have been the means of furthering the interests of all our customers. Let us see, now, how many will avail themselves of this opportunity?

H. M. Lindenthal & Sons

STYLE ORIGINATORS

Chicago **New York** **Boston**

The Duplex

Convertible Collar Overcoat

THE most compelling novelty overcoat being displayed this season.

¶ An excellent example of what may be accomplished by an organization which understands the necessity of designing and developing exceptionally clever clothes.

¶ The "Duplex" is a combination of sprightly style, fascinating fabric and a collar effect, which for practicability and general attractiveness has not an equal.

Fabrics

THE fabrics which form the basis for this delightful style are handsome grey, tan and brown weaves of uncommon pattern. You cannot appreciate the beauty of this model until you see it. Every critical clothier should ask to see it—should manipulate the collar for his own enlightenment.

Brandegee Kincaid & Co.

Makers of Modern Clothes

Tailor Shops at Utica, New York
New York Office, 32 Union Square
Chicago Office, 238 Franklin Street

The Fall Fabrics, Too, Are "Different"

We realize that Society Brand Clothes could not be altogether different unless a distinct individuality also characterized the fabrics. In the selection of our woolens for Fall, a number of styles were made after patterns and designs of our own ideas; in England and on the continent our designer, Mr. A. G. Peine, personally selected patterns subject to such modifications as would make them available for our use; these we succeeded in having confined to us. While there he also selected novelties in linings, buttons, etc., to harmonize with the patterns of the woolens. The result of these special selections of fabrics for Fall is that most of them are not likely to be seen duplicated except thru the foremost American tailors or the leading foreign merchants.

This is a point which naturally carries weight with Young Men who dress well and should simplify the merchandising of our goods.

Made in Chicago
by

Alfred Decker & Cohn

Style is the thing!
The fabric doesn't count?

Was there ever a greater fallacy!

And yet that seems to be the idea in many quarters. So over-emphasized has the style idea become with some short-sighted persons, that the fabric has received scant consideration with this same class. This has been a great disadvantage to the consumer, who has been fooled at the time of his purchase, only to wake up later on, when the garment failed to give satisfactory wear.

Character Clothes
REG. U.S. PAT. OFF. TRADE MARK
J. Cohen Son & Co MAKERS, N.Y.

have never been behind in the matter of style; but it is also true that we have never for one moment lost sight of the necessity of supplying honest fabrics properly tailored, and in these recent seasons when the market was flooded with spurious fabrics, it was only our years of experience which enabled us to reject the undesirable cloths and thus maintain the reputation which "Character clothes" have for durability as well as style.

By this means we have avoided selling boomerangs to the retailer which would lose him customers; and instead we have continued to supply garments which bind closer together the retailer and his customer.

Character clothes combine in the highest degree style, fabric and workmanship. This is the secret of their ever-increasing popularity.

"Character clothes" placed in any stock will win out over all competition.

Now is the time to write for a salesman or samples to be expressed prepaid.

JACOB COHEN, SONS & CO.

Our Claim for the superior merit of "Character Clothes" rests upon the fact that they are made in our own modern plant on the premises, under personal supervision.

High-Grade Clothes at Popular Prices

The Factory Behind the Garments

35-37-39 Bond St., New York

ISSUED BY AUTHORITY OF GENERAL EXECUTIVE BOARD OF UNITED GARMENT WORKERS OF AMERICA
7041144 REGISTERED 1891 UNION MADE

Heidelberg, Wolff & Co.

Present for Fall, 1910

A NEW COAT

their

"EUREKA STAN-LAY"
MODEL No. 2.

4-IN-ONE

OVERCOAT and RAINCOAT

(Cravenetted) in
All Fabrics
and
Weights

Patent applied for

THE EUREKA Stan-lay STORM PROOF RAIN PROOF MADE BY HEIDELBERG, WOLFF & CO. NEW YORK

United States and Canada

THE FEATURE IS IN THE COLLAR

Patent applied for

THE EUREKA Stan-lay STORM PROOF RAIN PROOF MADE BY HEIDELBERG, WOLFF & CO. NEW YORK

United States and Canada

We
were given
credit by most
of the successful
merchants throughout
the United States for
having put on the market
the best Convertible Collar Coat

The "Eureka Stan-lay"
4-IN-ONE

For this coming Fall season, we have added
a new model—

Our "Eureka Stan-lay" No. 2

It solves **every problem** for the Convertible-Collar-Coat that will
MARK IT AN INSTANT SUCCESS
You will wonder why no one worked out this idea before.

HEIDELBERG, WOLFF & CO.
644-646 BROADWAY, NEW YORK

JACOB REED'S SONS, PHILADELPHIA

THE MODEL CLOTHING HOUSE

MINNEAPOLIS, Minn., just entered their order for an equipment of "New Way" Crystal Wardrobes for their new store, notwithstanding they had wardrobes of other manufacture on their floor which they were trying at the time. No question as to the difference in value.—WHY

WE are wardrobe specialists. We make nothing but the "New Way" Crystal Wardrobes.

OUR experience and equipment have been steadfastly developed and perfected to make wardrobes better than any general manufacturer in America can make them. And —we ***do*** it.

THAT "New Way" Crystal Wardrobes stand the test is proven beyond a doubt by the number of merchants who have sent us their second, third and fourth orders.

CLEVER salesmanship may sell the first wardrobe, but it takes merit of product to bring "repeat" orders.

WE can send you a convincing list of orders—from the commanding merchants in the trade.

Among them:

K. Solomon & Co., Pittsburgh
Gassman Bros., Chicago
Woolf-Marden Co., Chicago
Ormsbee & Atkins, Marquette, Mich.
R. H. White Co., Boston, Mass.
John Wanamaker, Philadelphia
Sanger Bros., Texas, (two stores)
Joseph Horne & Co., Pittsburgh
Gimbel Bros., New York City
The Pelletier Co., Sioux City, Ia.
Mullen & Bluett, Los Angeles
Mayer Israel & Co., New Orleans
Washer Bros., San Antonio
Victor Barth Co., Columbia, Mo.

LOOK for the ***Big Hub,*** sturdy, honest materials and simple mechanism. That's the "NEW WAY" CRYSTAL WARDROBE.

Architectural Woodworking Company

Main Office and Factories: 3011-3029 Chestnut Street

PHILADELPHIA, PA.

New York Salesroom, - - - - - 738 Broadway
Chicago Salesroom, - - - - - 805 Medinah Building
Canada: Jones Bros. Co. - Toronto, Ottawa, Montreal, Winnipeg, Vancouver

THE best safeguard to stability in business, the best protection against business depression, the best tonic and stimulant to expansion and growth, is to have merchandise that gives the buyer value for his money.

The cost of living will never get so high that men will not desire value; on the contrary, the more a man pays for things, the keener he becomes to be sure of getting what he pays for.

We make our clothes on the very simple theory of giving value; there's no trick or secret process in our steady growth; our efforts are consistently to make clothes as good as we can, and then see how little we

can afford to ask for them. In our goods the quality controls the price, not the price the quality.

It's a most significant fact that those merchants who offer our goods to their public frankly and without reservation, seldom have "hard times," or business dullness. Such a dealer can look himself, as well as his customers, in the face, knowing that he's dealing in "value."

Hart Schaffner & Marx

Good Clothes Makers

Chicago Boston New York

McCURRACH AND SMITH (Inc.)

High Class Cravats

CHICAGO

ANNOUNCE the showing of their carefully selected lines of French and American conceptions of interest to those appreciative of newness and distinctiveness in ideas on proper cravats for Fall, 1910.

COMPLETENESS and correctness essentials all smart shops demand.

YOUR inspection is solicited.

Have you any idea how strong a line of Youths' and Children's Clothes we make?

Do you know that we feature Workmanship—Fit—Style and Trimmings—then Cloth?

That we are known as the best house on Boys' Suits that retail at $3.50, $4.00, $5.00, $6.00 and $7.50?

PHIL. WALCOFF & CO.

MAKERS OF YOUTHS' AND BOYS' CLOTHES

632 and 634 Broadway, New York

We Know Your Side— Do You Know Our Side Of the Hosiery Game?

You haven't a hosiery problem that we do not know all about. You haven't a sock in the store that we don't know inside and outside—how it's made, how it is sold and how it wears. Have you investigated hosiery as thoroughly! Do you know the value *to you* and *to your trade* that is woven with every thread, into

True Shape Hosiery

We have not figured profits first—ours, then yours, and the consumer look after himself. True Shape Hosiery is made for the man who foots your bills. There is a generous slice of profit for you—volume of sales takes care of us. Volume of sales—Do you think in quantities? Try a few dozen of True Shape Hosiery—give them a chance and you will quickly believe with us that volume of sales is a better thing to base figures on than a dinky percent of profit.

True Shape Hosiery is made in all good shades, fast colors, fine soft fabrics, silky texture and finish. Quadruple twisted threads double the wear of heels and toes.

Investigate our side. Let us send you a sample order, and quote you prices. If the goods and the figures do not convince you that True Shape Hosiery is the best "buy" in the trade, send them back at our expense. Samples cheerfully sent on request.

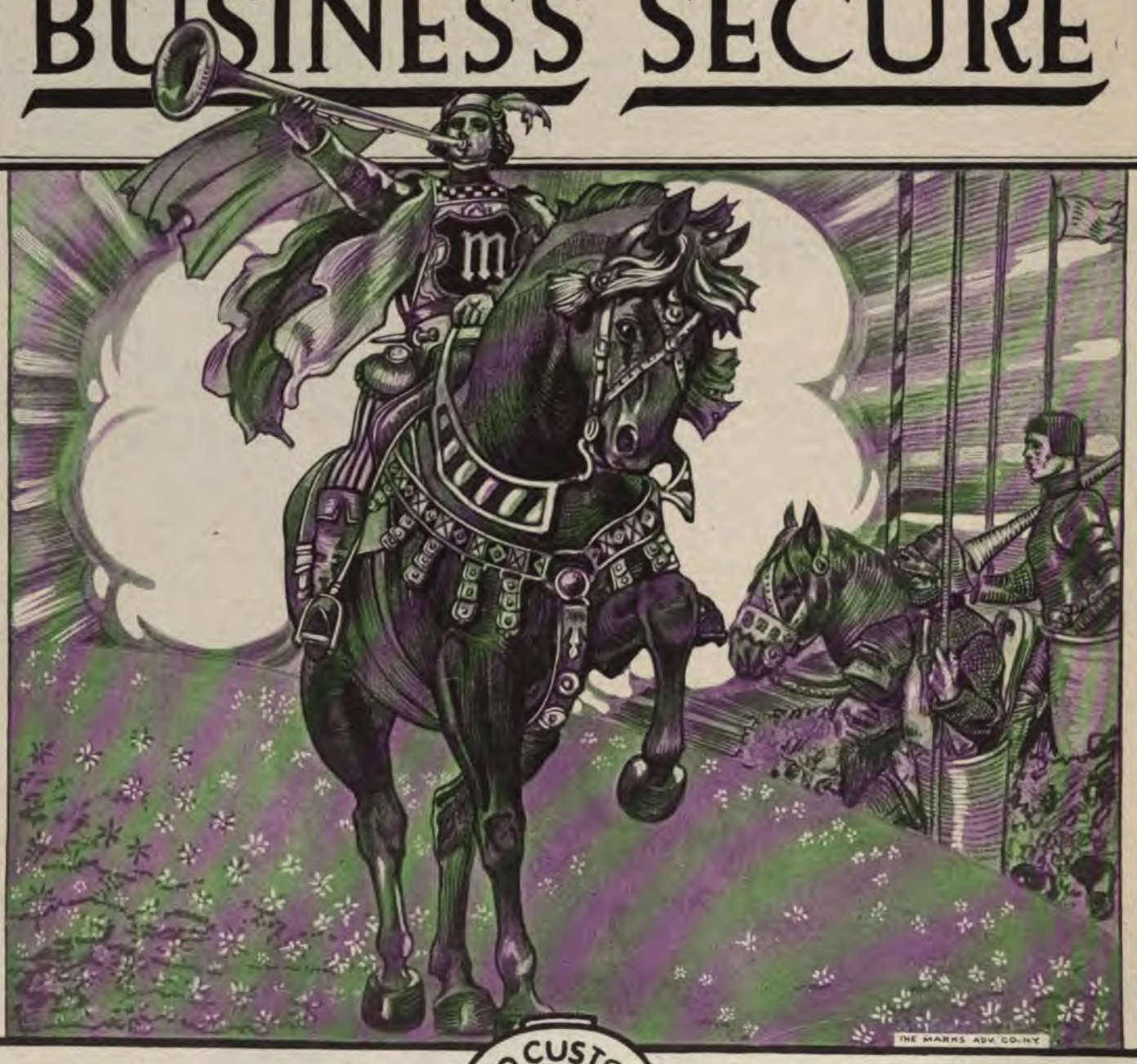
Manufactured and sold, direct to retailers only, by

TRUE SHAPE HOSIERY CO.,
Bristol Street, West of Germantown Ave.
Philadelphia, Pa.

TRUE SHAPE
TRADE MARK
REG. U. S. PATENT OFFICE

"HORSE SHOE" BRAND

The CLOTHES *that* SECURE BUSINESS *and* MAKE YOUR BUSINESS SECURE



TO CUSTOM TAILOR

David Adler & Sons

MAKERS OF FINE CLOTHING

BROADWAY. N.Y.

No Nationality in Clothes Rightly Made

LONDON is wearing American, clothes—the aloof Englishman, who knows what he wants and gets it, has accepted *Stein-Bloch* style, *Stein-Bloch* fit, *Stein-Bloch* fabrics. There is no nationality in the clothes of a gentleman. The Englishman recognizes this, and, for the first time in her history, London sees upon her streets gentlemen clad in American-made clothes, bearing the label of the only American makers who can satisfy English demands.

This is a triumph for Stein-Bloch, for America, and a source of assurance for you. These clothes are at your disposal.

This Label Stands for 55 Years of Knowing How—

Whoever Knows Good Clothes Knows It

The Stein-Bloch Company

Tailors for Men

Rochester, N. Y.
Shops and Main Offices

Chicago
1422 Republic Building

New York City
The Fifth Avenue Building

Sterling
BENCH TAILORED CLOTHES

EXCUSE us if WE crow a little! Never since the founding of this house in 1852 has the Sterling Line won such plaudits from the wide-awake trade.

"CHANTECLER"

In the Champs Elysees; in the Jardins des Tuileries; on the boulevards; in the cafe, homestead and public salon, the one topic of conversation is Monsieur Rostand's "Chantecler"—Paris Cablegram.

The Parisian debut of "Chantecler"—Rostand's sensational drama of the barnyard—has been acclaimed with all the joy of enthusiastic France. America will surely catch the "Chantecler" fever next fall—mark the prophecy.

The debut of the New

Sterling Styles

has been just as cheerfully propitious in the clothing world. Here's *another* prediction:

America young and old, is going to catch the "*Sterling fever*" next fall. The *dealer* has it now. Our advance sales *prove* it.

If *you* have not seen the great and COMPLETE line of Sterling Suits and Overcoats, a word by wire or letter will bring a Sterling representative.

MAYER, SCHEUER, OFFNER & CO.

Established 1852 — **Cincinnati, Ohio**

BIG FOUR SPECIALS

$2.25 per dozen and up

Acme

TRADE-MARK

SHIRTS Soft negligee, with and without collars. Staple cottons and flannels. $4.50 to $27.00 per dozen. Write us your wants today

TROUSERS Like cut. Our new peg-top effect, with 2 hip flap pockets. Khaki, Worsteds, Cassimeres, Fancy Outings, White Ducks, New Fustian Cloth shades in Corduroy. Retail, $1.00 to $5.00. Take the time to write us now.

SHEEP COATS

Messrs. Jobber and Dealer, we are making more and better coats than ever. Our plant has been doubled—busy the year round. Up-to-the minute styles, coupled with honesty and durability, our strong point. Tailor stayed pockets. Write us today. Get in touch with these goods.

PLAY SUITS Wherever there are children there is a demand for "ACME" Play Suits. Every number a leader, with novelties that will sell like hot cakes. Write us today for prices, list and samples.

Our slogan for fifty years, Honest Make, Honest Fabrics, True to Measure, has brought us the trade that comes back for more. Are you one of them? Write us now.

Indian, Baseball, Cowboy and Other Two-Piece Suits

J. B. PEARSON CO., M'f'rs

65 Bedford St., P. O. Box 1491. BOSTON

THE SCRIVEN UNDERWEAR

is

Easy and Comfortable, Perfect Fitting and Durable.

LOOK!

We will relieve you of your underwear trouble and annoyance.

HOW?

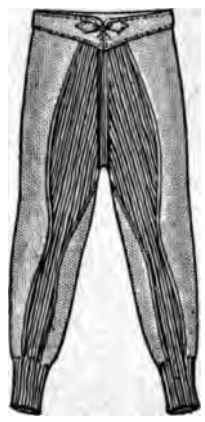
By supplying you with the *Scriven Underwear* which is made in a large variety of styles and fabrics, in all waist sizes from 28 to 50 inches and inseams from 28 to 36 inches.

We guarantee it will fit and please your customers

Order a small sample line and be convinced

IT WILL PAY YOU

The SCRIVEN IMPROVED ELASTIC-SEAM DRAWERS.
TRADE MARK REG. U.S. PAT. OFF.



Our Illustrated Catalogue of Prices sent on request.

J. A. SCRIVEN COMPANY

SOLE MANUFACTURERS

16 and 18 East 15th Street **New York City, N. Y.**

Beautiful, Novel Illustrations

will be found in every issue of Man's Book, the only consumers' magazine published exclusively in the interests of men.

How can Man's Book be utilized by you, in the interest of your business when you realize that it is a pictorial digest of the leading periodicals of the world and besides Man's Book gives any man all that he need know about the ethics of dress for all occasions; the current fashions for men and the smart fads of the moment. How can you use it? It is worth thinking about.

10 Cents on the News Stands or $1.00 a Year.

Fairchild Publishing Co.

42 E. 21st Street New York

Pants

The wonderful assortment shown in each grade of Pants makes possible "what you want at what you want to pay".
Our salesmen are still in their territories.
How about you?

Cohen-Goldman & Co.
New York

Raincoats

Our customers know how good our Raincoats are. Do <u>you</u> know that they meet the strongest competition in Quality and beat it in Price?

You <u>do</u>, if you've sold them -
You <u>will</u>, if you'll buy them.

Cohen-Goldman & Co.
New York

Marshall Field & Company

announce the opening of a new section

in the Men's Clothing Division

Custom Tailoring for Men

under the supervision

of a most capable tailor

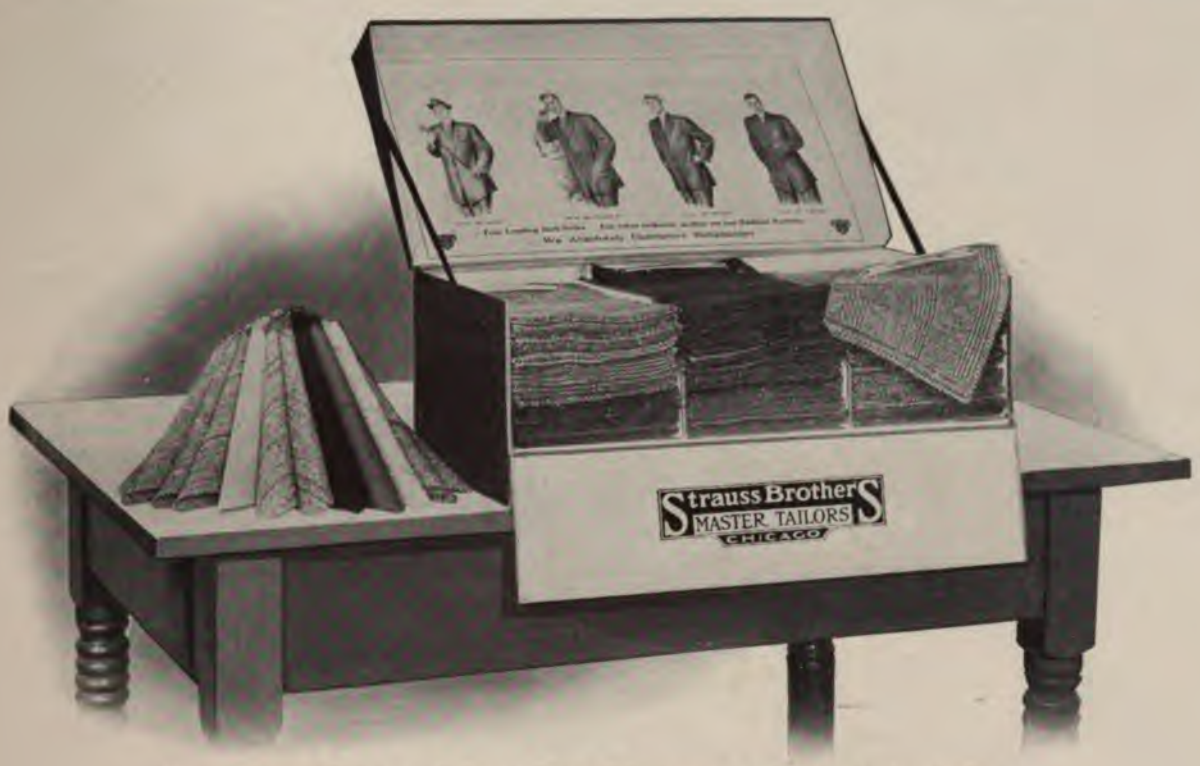
Second Floor

Enlarged Reproduction of Announcement Issued in April by Marshall Field & Co.—Retail.

The world's largest retail store, operating one of the largest "ready-to-wear" clothing departments in the country, has found it necessary to add an extensive Made-to-Order Department. This is conclusive evidence of the extent to which the demand for good made-to-order clothes has grown. Our great National Magazine Advertising Campaign is doing its work. We create the demand—Our dealers reap the harvest.

A postal will bring our traveling representative to you. Our proposition will be of special interest to you.

Strauss Brothers
MASTER TAILORS
CHICAGO



Actual Photograph of the Elaborate Sample Equipment we Furnish to Our Dealers, We Also Supply Woolen Display Lengths.

The Best Way to Sell Clothes

A good many Haberdashers and Clothiers have refused to sell made-to-order clothes because of the fact that catalogue houses and various "mushroom" concerns sending out sample books and pretending to be wholesale tailors, have failed to live up to promises, have not delivered on time, have turned out poorly made clothes, etc.

Our proposition is different.

In the first place we equip you in such a way as to have no possibility of your tailoring department being confused with the above mentioned class of business; we make only High-Class Clothes; we give you honest values—all-wool goods, of course; we deliver in five working days.

Ours is a legitimate business—we offer neither baits nor concessions. Our merchandise stands upon its own merits.

Investigate our proposition before making arrangements for Fall.

Strauss Brothers
MASTER TAILORS
CHICAGO

TELEPHONE, GRAMERCY 6160
PRIVATE BRANCH EXCHANGE

F. S. DEPARTMENT

FAIRCHILD COMPANY

PUBLISHERS OF THE RETAILERS' NEWSPAPERS

MEN'S WEAR AND CHICAGO APPAREL GAZETTE

Each Published Twice a Month--$2.00 a Year

CHICAGO: LEES BUILDING

42 EAST TWENTY-FIRST STREET, NEW YORK

This Business Has Been
Built up through
Selling News and Ideas

May 25, 1910.

Mr. Retail Merchant,
Anywhere in the U.S.A.

Dear Sir:—

You're a busy man, aren't you? Sometimes you wonder how President Taft, Andrew Carnegie, John Wanamaker, Henry Siegel and other busy men manage to keep in touch with their affairs, and yet seem to have spare time.

They work with a method,—have their moves mapped out far ahead,—besides they depend on their staffs to keep things moving, independent of their own personal effort.

MEN'S WEAR, the Retailers' Newspaper, should be in the home of every important man in your employ, so that he can study the GAME OF BUSINESS, away from the store.

Two Dollars ($2.) a year pays for the subscription including FAIRCHILD SERVICE, the confidential Business Counsel and Bureau of Information for the Retailers.

It will be a fine investment for you to order MEN'S WEAR for the personal study of your ''Top Notch'' men.

Yours for Business,

Dict. H/ES

FAIRCHILD COMPANY.

HUGH LYONS FIXTURES

Did you ever stop to consider
that the way in which an edible is *served*
has much to do with its appeal to the appetite?
The way to a man's stomach, as well as his purse,
is through his eye.

Merchandise of every description will be more effective in its appeal to the buying instinct of the shopping public if it is displayed on HUGH LYONS FIXTURES.

We make fixtures of the highest order, designed for every possible use. We have devoted years of study to the manufacture of fixtures and are pre-eminently qualified to advise you as to what would be most suitable in your particular case.

Write for Illustrated Catalogue.

HUGH LYONS & COMPANY

LANSING, MICHIGAN

Chicago: 236 Jackson Boulevard
New York: 608 Broadway

A new member of the Barker family is the DOVER, a close-meeting square-cornered folder with the SLIPEASY BUTTONHOLE.

This is a style that is universally becoming and sure to be a good seller.

Ready for delivery.

WILLIAM BARKER CO., Makers

Troy, N. Y.

Salesrooms

New York Chicago Boston

ROELOFS HATS

ROELOFS HATS

"SMILE"

"SMILE"

THE WORD

"SMILE"

(REGISTERED)

is one of the trade-marks
which designate

Roelofs' Products

and, of course, no other hat maker can use it.

We have decided to print that word in our $24.00 Hats, as well as in the expensive goods, therefore you can now get the entire good-nature-inducing line to retail from $3.00 upwards and every one can have in it the best understood and appreciated hat term:

"SMILE"

(REGISTERED)

Let Us Send You a Sample Line at Our Expense.

ADDRESS "Roelofs" (and smile)
Phila. Pa.

CHICAGO OFFICE: 832 Republic Bldg.
NEW YORK OFFICE: 701 Broadway.

For CLOTHING DISPLAYED IN CABINETS

The Kimball Folding Pin-Ticket is the only perfect marking device and is now used by retail Clothiers generally.

It is quickly attached to the sleeve of the coat without the use of thread or gum and will stay on until intentionally removed.

It is absolutely safe—the points of the pins are perfectly protected—making tearing or scratching impossible.

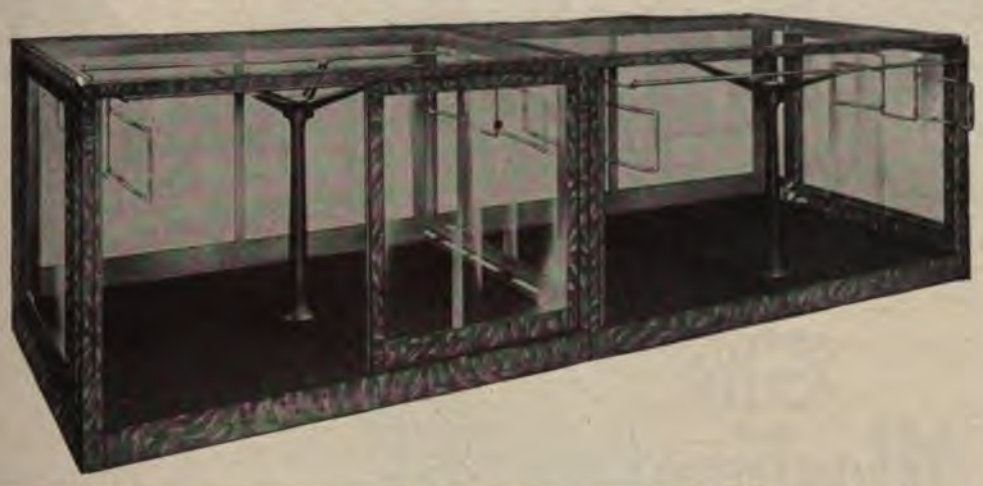
Samples, prices and valuable suggestions for marking and stocking your goods will be sent on request.

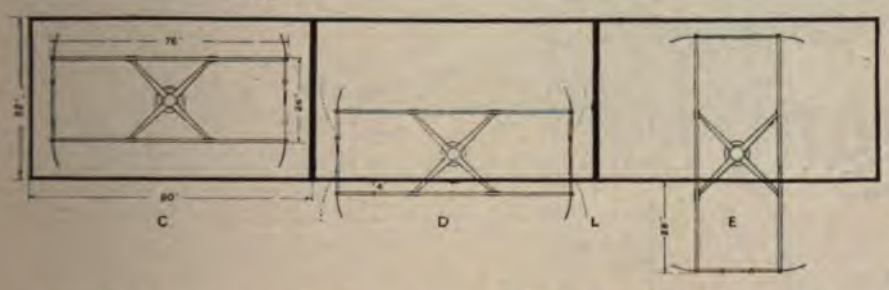
A. KIMBALL CO.

307-309 West Broadway, New York.

KIMBALL KIMBALL

20th Century Revolving Center Cabinet No. 100





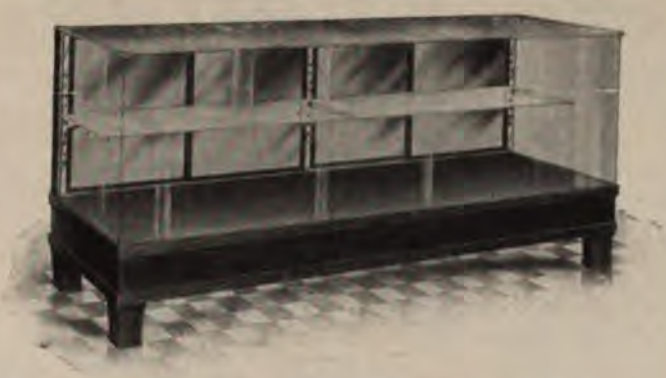
Has more than four times the strength of any other make. Ask an expert mechanic if the principle of a column mounted on a carriage running on solid welded axles and wheels is not the acme of strength in construction. It's a marvel of mechanical skill—a pressure of 3½ lbs. will move 600 lbs.

Besides the Capacity is Larger

—152 inches of hanging space—

And the Price Lower

We also make this case double deck style for children's and men's suits, single deck style for overcoats.
Let us figure with you.
Write for Catalog D-3 for clothiers.
If you contemplate remodeling, let us submit you plans.



GRAND RAPIDS SHOW CASE CO., Grand Rapids, Mich.

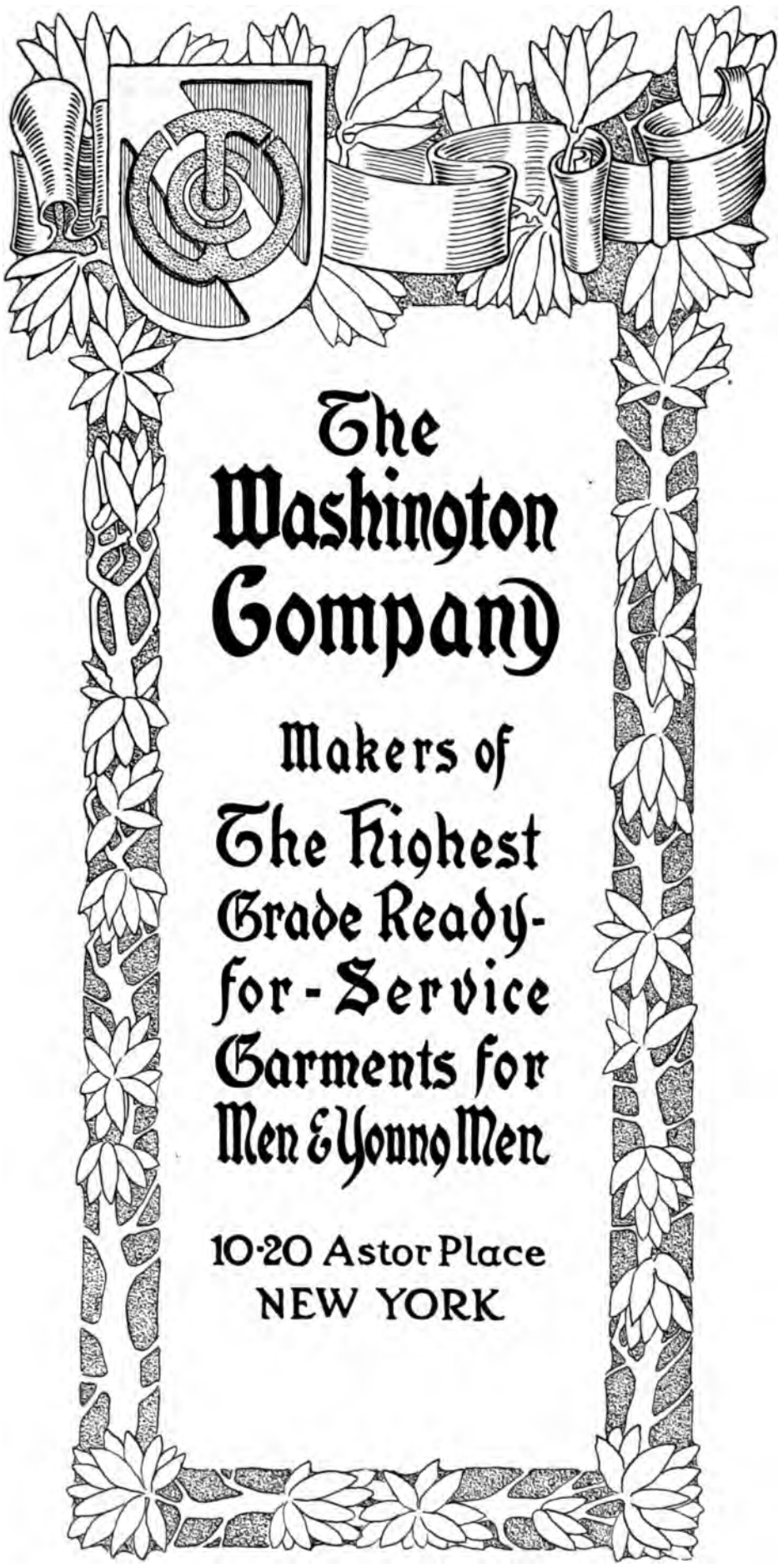
Branch Factory, Lutke Mfg. Co., Portland, Oregon

New York Office and Showroom, 724 Broadway
St. Louis Office and Showroom, 1329-1331 Washington Ave.

} Under our own Management {

San Francisco Office and Showroom, 693 Mission St.

THE LARGEST SHOW CASE PLANT IN THE WORLD


The
Washington
Company
Makers of
The Highest
Grade Ready-
for-Service
Garments for
Men & Young Men
10-20 Astor Place
NEW YORK

"Revolvit" has
No disappearing doors
No extension carriers
—simply revolve it

"REVOLVIT" half open
case and suits revolving with one motion

"MISSING LINK" REVOLVIT FLOOR CASE CABINET
Patented March 29, 1910

"Revolvit" is not a big, bulky, box-like affair, but a modern, sale-creating floor case

"REVOLVIT" open
all suits in front

"Missing Link" Revolvit Now $60.00

F. O. B. St. Louis

Full and complete descriptions and specifications for

REVOLVIT

"Revolvit" is built in one size only, 62 inches long, 47 inches high, 30 inches wide and holds from 35 to 40 suits.

To open "Revolvit" take handle near top of case, give same a slight pull, and the entire front, together with the suits, revolves. This revolving action takes place on the inside of cabinet. No hang-rod space is lost; no aisle room sacrificed to revolve the glass front into the cabinet and bring the suits forward.

To close "Revolvit" swing the suits back into the case, give front a slight push and "Revolvit" is closed. The design and construction of "Revolvit" is of the highest standard.

All exposed wood-work of quarter-sawed oak, finished a beautiful shade of dark golden oak, or birchwood mahoganized. Any other shade of oak furnished without additional charges. The base finest quality marble. The front, sides and back fitted with best select double strength American glass. The top, one-piece polished plate-glass, with polished edges, extending clear over the case, preventing the woodwork from becoming soiled or scratched. This plate-glass top is laid on dust-proof felt cushion, securely fastened with nickel-plate clamps. The handle and hang-rod finely nickel-plated. The supporting mechanism finished a wear-resisting black enamel.

"Revolvit," crated, in shipping order weighs 400 lbs. To install "Revolvit" no expensive store alterations are necessary; no experienced mechanic needed.

IT isn't a matter of probability, it's a matter of fact that "Missing Link" Cabinets will help your merchandise to *sell itself*. No matter what your sales "Missing Link" Cabinets can and will enable you to increase them—no matter what size your store, large or small, "Missing Link" Cabinets will show you how to make more money, for they will help the goods to sell themselves.

ORDER TODAY

"MISSING LINK" WALL CABINET UNIT "70"
Patented August 11, 1908

Full and complete descriptions and specifications for

"MISSING LINK" UNIT 70

WALL CABINET

These cabinets comprise interchangeable upright units, framed up with strong open ends and solid panel back, solid bottom and top, forming a perfectly rigid skeleton construction, and each fitting into the other with blind joints. The panel ends are detachable and fit one unit or a group of units—no intermediate panels are necessary. Any number of units interlocked with one right and one left end panel forms one complete cabinet—to enlarge the cabinet it is only necessary to remove one of the end panels, add and interlock the new units, replace the end panel and the cabinet is again complete. The front of each skeleton unit is closed with our patent disappearing door. This door is hinged and opens outwardly, same as an ordinary house door, but when at right angle with the front of unit, recedes into same, out of sight and out of the way.

The interior of each unit is fitted with two "Standard" Extension Carriers, each one designed to carry from 30 to 35 suits (according to thickness of materials).

Size—Each unit is 7 feet 10 inches high, 4 feet 6 inches deep, and 2 feet 9 inches wide, outside measurements.

Finishes—Quartered oak, finished golden oak, carried in stock only. We will furnish any other shade of finish desired, such as mission, Flemish, or bog oak, dull waxed, at the same price. Birchwood facings, finished cherry or mahogany, furnished without any additional charges. All special finishes require from six to ten days' additional time.

Shipping Weights—Each unit crated, weighs approximately 400 pounds.

How to Install—All units are shipped "set up," as we have found the "knocked down" system impractical.

To install our sectional units, remove the crating, set all units in one group, interlock the blind joints, and they are ready to receive the merchandise.

Anyone can install "Missing Link" units with the aid of a screwdriver.

"Missing Link" Wall Cabinet Unit "70" Now $35.00 F. O. B. St. Louis

"Missing Link" Triple Alcove Mirror Unit "72" Now $75.00, complete

Center mirror 26"x72", side mirrors 30"x72"; finest polished French plate

Send for our illustrated paper ***Plans for 1910,*** *describing in detail Missing Link Cabinets*

The Heimann-Miller Mfg. Co. St. Louis, U.S.A.

Designers and builders of complete store outfits: show cases, cabinets, shelving, etc. HUGO HEIMANN, Sales Manager **Our store-planning department, under the supervision of an expert, is at your service**

"OLIVAUTO" and "FORESTRY CLOTH" are made only by the AMERICAN WOOLEN COMPANY. Both names are protected by copyright and any infringement of these rights will be opposed.

DUST, WIND AND WATER PROOF

Extremely serviceable, in colors harmonizing with nature's own color schemes, it is with absolute fidelity to facts that

"FORESTRY CLOTH"

and

"OLIVAUTO CLOTH"

are called THE IDEAL OUTDOOR FABRICS

They are wool-dye, twill-weave mixtures of the very finest quality. They possess a tremendous amount of serviceability which fits them especially for sportsmen's use, and yet they have an elegance of finish that gives them an enhanced value to those who desire to maintain a faultless appearance under any and all conditions.

RIDING AND DRIVING CLOTHES, MOTORISTS' APPAREL, OUTING SUITS, NORFOLK JACKETS AND RAINCOATS ARE ONLY A FEW OF THE GARMENTS FOR WHICH THESE FABRICS ARE NOW BEING UTILIZED

For suitings we make up OLIVAUTO and FORESTRY CLOTH in hard-finished effects in 13½ and 14 ounce weights. For heavier garments the fabrics are in a rough-finished effect in 16, 18, 20 and 22 ounce weights.

The OLIVAUTO color is light brown. FORESTRY CLOTH is a beautiful shade of olive green.

OLIVAUTO CLOTH A.W.Co. REG. U.S. PAT. OFF.

For sample swatches of OLIVAUTO and FORESTRY CLOTH, write to our New York selling office, Dept. 4.

FORESTRY CLOTH A.W.Co. REG. U.S. PAT. OFF.

AMERICAN WOOLEN COMPANY

WM. M. WOOD, President

SELLING DEPARTMENT
126 Fifth Ave., New York

J. CLIFFORD WOODHULL, Selling Agent
FRANCIS R. MASTERS, Associate Selling Agent

THEY ALL LOOK ALIKE TO NIPSON

LONG or SHORT
THIN or STOUT

NIPSON SYSTEM CLOTHES FOR YOUNG MEN ALWAYS FIT!

Fit where most ready-made clothes fail. Perfectly designed neck, shoulder and back lines. New lapel ideas and novel sleeve effects. Even the buttons used are out of the ordinary.

MADE TO RETAIL FROM

$15.00 to $25.00

Retailers the country over are rallying round the NIPSON banner. Nipson Clothes get the Young Men's trade, and keep it. Ask us about NIPSON STUBS.

THE
NIPSON SYSTEM
628 BROADWAY
NEW YORK

Short Talks on the Season's Best Sellers

There's a big demand now for Summer-Weather-proof Slip-on Coats for immediate delivery. We have them ready — $6.00 to $18.00. Write or wire for coats or swatches.

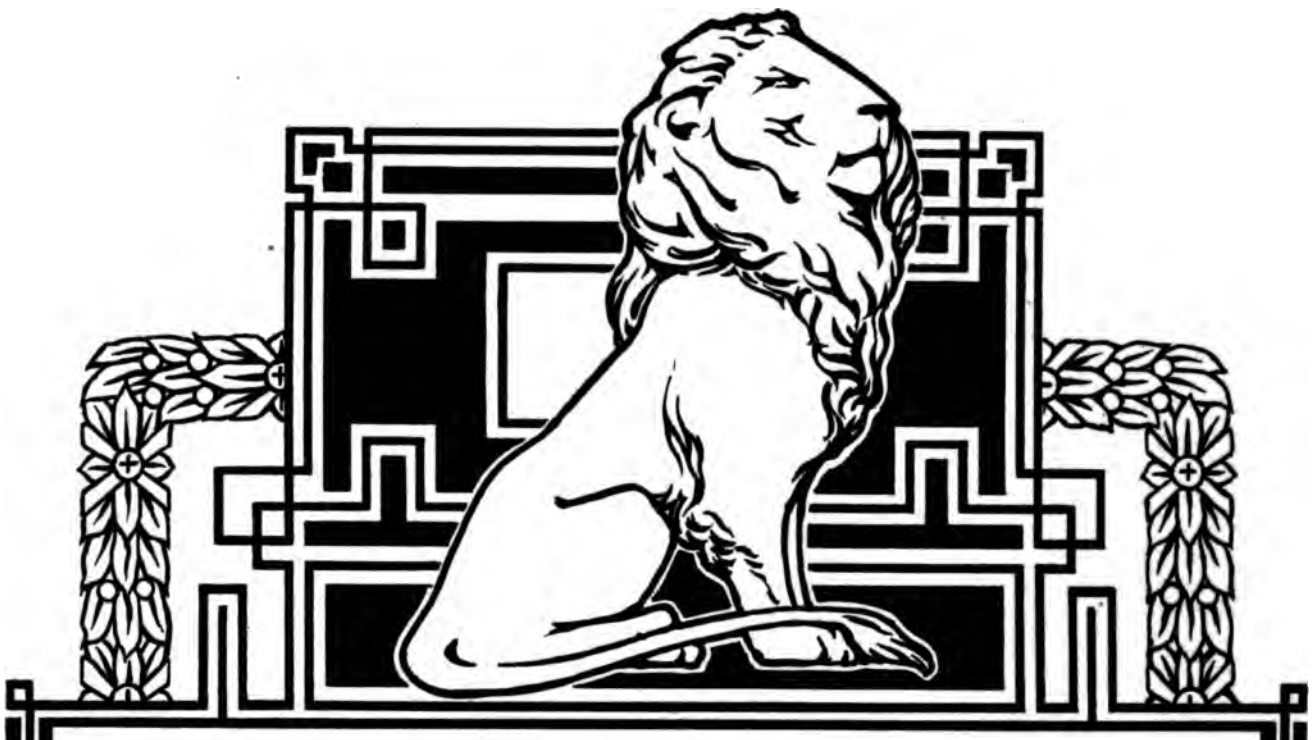
Men's Mohair and Linen Dusters are the next things you will need, and you'll find them ready sale for the next three months if you have them in stock.

We make Dusters in a wide variety of materials, from $9.50 a dozen to $15.00 each. Ready to ship now. Send for catalog and swatches.

C. KENYON COMPANY

Wholesale Salesrooms

23 Union Square - - - -	New York
200 Jackson Blvd. - - - -	Chicago
611 Washington St. - - - - -	Boston
132 Sansome St. - - - -	San Francisco



¶ The merchant with an eye to the future of his business will find in Hackett-Carhart Garments for Men, Young Men and Boys, a source of strength and a means of development

Hackett Carhart & Co

841 BROADWAY, NEW YORK

STORE EQUIPMENT

For Clothiers is no longer a problem, with WELCH CLOTHING CABINETS

Illustrating a row of sectional Double Deck Cabinets for suits, Single Deck for Overcoats, Mirror Alcove and disappearing hat fixture.

Write for the experience and testimony of hundreds of Welch Cabinet users.

To see will mean to convince you that our Clothing Cabinets excel in Durability, Construction and Finish.

We design and execute complete store outfits, from shelving to show cases.

Send for Clothing Cabinet Catalogue C-1910

Send for Show Case Catalogue S-1910

This is Wilmarth's Famous Crystal All-Plate Case

WELCH MANUFACTURING CO.

GRAND RAPIDS, MICH.

The Better Make of Clothing Cabinets

Samuel Rosenthal's Rochester Special

Prophets of Profits

GARMENTS bearing our mark of merit are *Prophets of Profits* to those who sell them. This statement isn't a Child of our fancy, but a *full grown fact*, borne out by the freely given testimony of hundreds of *live-wire* merchants the country over.

Samuel Rosenthal's
"Rochester Special"
Men's Suits and Overcoats
$10.00 to $15.00
for Fall and Winter

are *high-class*, *low-cost*, New York tailored garments, fit in fabric and finish to associate with your outfit of *costlier* clothes. If our men, in circling the country, chanced to pass you by, you can buy *now* and be in season for the season's profits.

A postcard of inquiry will be responded to immediately.

Executive Offices and Salesrooms

92-96 Bleecker Street
New York

LeMar Cravats

RIGHT-away delivery with us means *right-of-way* delivery —nothing is allowed to block the *immediate* shipment of a "rush order"—no eleventh-hour apologies or last-minute excuses.

therefore, —whatever your need in Summer Scarfings for *right-away* use—Tubulars, Rumchundas, Foulards, Panels, Bordered Ends—count on us supplying it, as fast as wheels can spin over rails. "Marsaline" is a carefully guarded novelty, that we can only whisper of here. Write!

You'll find "LeMAR CRAVATS" *advertised* in all the magazines and you'll find that a mighty *help* to you at the counter.

Our Autumn Lines are yet "under cover." We'll lift it in a few weeks. A gathering of unexampled breadth and beauty.

"LeMAR CRAVATS" have the dollar *air* and are made with dollar *care*. They retail for *half-a-dollar*. It's no trouble to send "Assortments-On-Approval" to any dealer who will take the trouble to write. Booklet 2, "The Well-Cravatted Man" is *yours* for a postcard.

LEVY & MARCUS
729-731 Broadway
New York

Thousands of Likely Lads Like This
Wear "Frat" Clothes
Because They Are Fashionable and Fit

What You Expect

THERE *must* be a line of clothes that will meet your ideas, and please your trade.

Every dealer has his *own* standards. If *yours* are very high, if you have determined notions about quality and style and fabric and *price*—

Then—we should have little trouble getting your orders for

Our Smart Clothes for Men and Young Men, and Our London Raincoats with Presto Collars

Certainly, we cannot conceive of a more worthy line. These garments are as perfect as modern methods and advanced ideas can make them

They are offered to the trade with the assurance that you cannot hope to do better—else we would show them *ourselves*.

Salesman is Waiting
Price Range $12.00 to $25.00 at Retail

L. Black Co.

ROCHESTER, - NEW YORK

Bennett, Hollander & Lewis
Pittsburg, Pa.

That One Great Line of Cassimere and Worsted Trousers

Stag Trousers
Union Made

STAG TROUSERS are High Grade and Union Made—the product of the cleanest factory in America.

THIS line has been the first choice of the wise trade for over twenty years, reordering season after season.

THE Stag Line is made from start to finish under our own roof. Hence, it is more uniform, more sanitary, and better value throughout than garments made under the "contract" system.

This Cut Shows

the inner side of Stag Trousers—note the straight lines, neat waist lining, the absence of frazzles and general neatness of finish.

FINALLY, Stag Trousers are well advertised—they are Union Made—they are always delivered exactly as sold—and they are guaranteed not to rip, or a new pair ***free.***

Shown in over 500 Styles from $1.00 to $4.00. Ask for Salesman or Samples. Express paid.

7041144 ISSUED BY AUTHORITY OF UNITED GARMENT WORKERS OF AMERICA UNION MADE

This is an Ad. which appeared in The Saturday Evening Post, directing the attention of 1,500,000 Men and Young Men to "Sampeck Clothes." The benefit of this publicity will be gained by dealers handling the "Sampeck" line.

SAMUEL W. PECK & CO.
NEW YORK

The Young Men of America

are alive to the importance of correct dress—they are discriminating, too—are quick to recognize true style, exceptional tailoring and accurate fitting qualities.

Thousands of Young Men demand and will wear only

"Sampeck Clothes"

because in them are combined all the essential features which go to make *really good clothes*—all wool fabrics of artful pattern—skillful designing—a keen instinct for correct style and a thoroughness and care in tailoring.

Possessing these qualities, "*Sampeck Clothes*" are becoming more and more the preference of Men and Young Men who appreciate the importance of dressing well.

In nearly every city and town there is a "*Sampeck*" clothier. Call at this shop and see these clothes—try them on.

A College Poster in colors mailed for 25 cents. Your request will bring you our Spring and Summer Booklet A, "Clothes of Today."

SAMUEL W. PECK & CO. - - - NEW YORK

PERHAPS you were one of those who wanted our Spring and Summer line after it was too late to get one. Don't make that mistake for Fall and Winter. Our advertising in The Saturday Evening Post, Collier's and the big monthly magazines is going to line up the

Clarence Mayer

MAYER-CINCINNATI

young men's trade in your town for the dealer who can give them Mayer-Cincinnati All-Wool Tailoring. If you want the exclusive agency, better get in touch with us now. The Fall line will be ready soon—and it's a "bird."

& Co., Cincinnati

ALL-WOOL TAILORING

Not Merely Neckwear to retail at 50 cents, but Cravats to talk about and create selling talk among your customers.

Merchants who handle "Those Totally Different" Cravats get a quick turnover of best sellers in neckwear—and our Cravats certainly do "back up" all the good things said of them. They're business-builders, and will bring more customers to you. Ask the Big Broadway successes you read and hear so much about of the splendid business-building results of "Those Totally Different Cravats." Judge the merits of the line by an early inspection. It insures first choice.

Hano Cravat Company

1161 Broadway, at 27th Street
in New York

Ohio Valley Exposition

Aug. 29th to Sep 24th

BLUE RIBBON The F·K·Co

BLUE RIBBON

"BLUE RIBBON" clothes, which retail with good profit at $15, $20 and $25, will help your business, as they have built a big, healthy trade for us. They make friends and hold them.

The Fall and Winter suits and overcoats (Presto Included) are progressively the best yet. Salesman in your territory, or samples, await a summoning word.

BLUE RIBBON

Fechheimer-Kiefer Co.
CINCINNATI - OHIO.

The New Arrow Collar

FOR SUMMER

is an ectype of a popular London Model. Showing above the coat collar in the back, it is low enough in front to assure comfort, and yet that smart appearance inseparable from a collar of some height is preserved. It meets at the top in front, and while it sits up close and snug to the neck, there is ample room for the cravat to slide in and be tied in.

Made in two ways { **CONCORD**—an Ara-Notch
EVANSTON—with the Buttonhole

$1.10 a dozen

CLUETT, PEABODY & COMPANY, *Makers*

Baltimore Boston · Buffalo Chicago · Cincinnati Cleveland · Denver Kansas City · Los Angeles Minneapolis · New Orleans New York · Philadelphia Pittsburg · San Francisco Seattle · St. Louis Troy

NO OTHER SOCKS WEAR LIKE

THOSE MADE WITH

Interwoven TOE AND HEEL

REG·U·S·PAT·OFF·

All the good points common to high-grade hosiery, and, **in addition,** wearing qualities equalled by none.

The only **strictly durable** THIN sock ever produced. No other hosiery has **toes** and **heels** made like Interwoven.

(Beware of fraudulent representations to the contrary.)

No other hosiery **wears** like this. Its reputation is world-wide. More than **a million** Interwoven socks sold **every month.** Backed by 50 years' experience in the manufacture of hosiery. Complete line in **all weights.** Silk lisles and cashmeres, 25c and 50c quality.

Genuine Interwoven hosiery is made by **this Company only.** It is sold by us directly to the retailer **only** and it is never sold through any other channel or under any other name. No other manufacturer can or does make **toes** and **heels** like Interwoven. May we send you samples?

COPYRIGHT INTERWOVEN STOCKING CO.

Sole Manufacturers and Distributors

INTERWOVEN STOCKING COMPANY, NEW BRUNSWICK, N.J., U.S.A.

Trade E & W Mark

AND

RED-MAN

BRAND

COLLARS

This same shape is BASSWOOD in the RED-MAN brand.

Earl & Wilson

Makers

NEW YORK TROY CHICAGO BOSTON

A Popular Coat

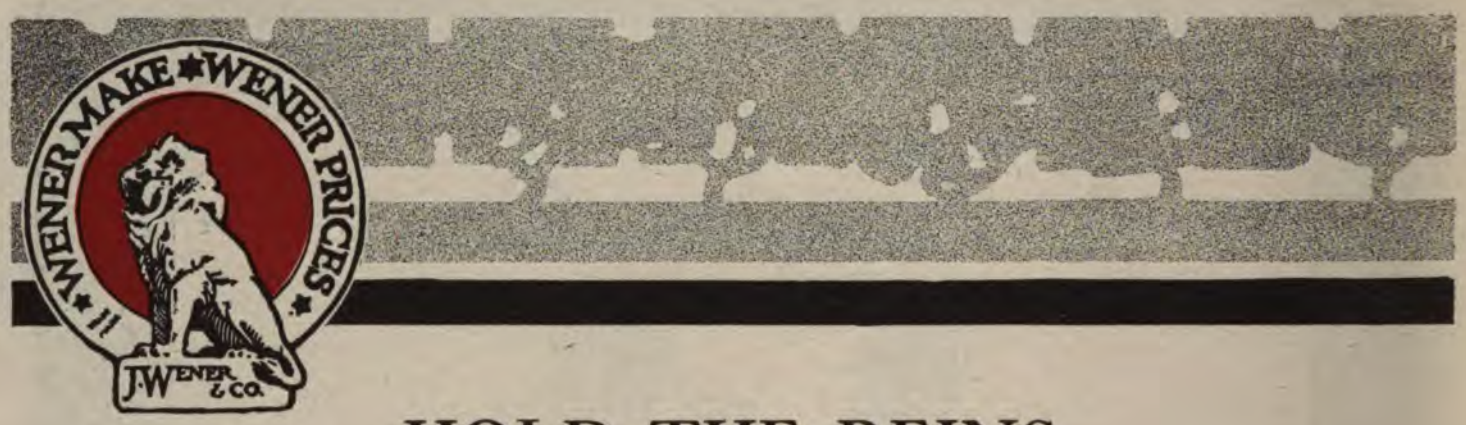
2-Way Great Coat

$11.00

WRITE FOR SAMPLE

FRANKEL BROTHERS

122 Fifth Avenue, NEW YORK



HOLD THE REINS OVER THE BEST TRADE

"WENER MAKE——WENER PRICES"

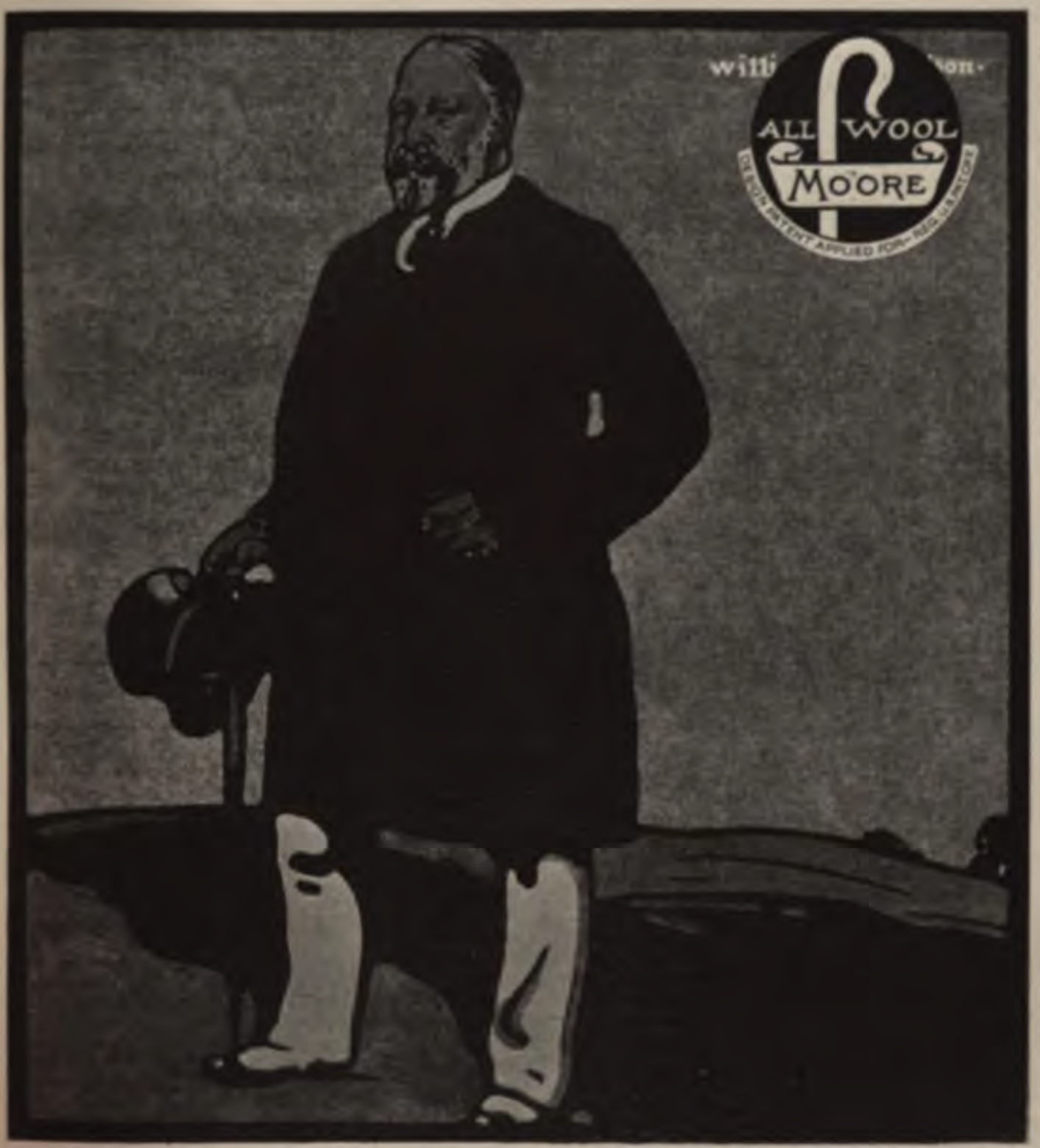
J. Wener & Co.

708 Broadway, New York

Boston—18 Boylston St. W. W. Jeffrey
St. Louis—402 Columbia Theatre Bldg Max Sandperl

Chicago—807 Medinah Building
A. L. Laib J. G. Blesch
L. G. Longini Jos. Reichman

A postcard will bring samples galloping to you.



"Moore" All-wool
King's Mourning Cloth

Americans by the thousands will visit Europe this Summer. When they return in the Fall they will tell you that in London—the real men's fashion centre of the English-speaking world—men, in their dress, are paying a silent tribute to the memory of the late Edward VII.

Every up-to-date merchant who keeps in touch with style innovations will show Suits and Overcoats in the new English Cloth patterns woven to meet the demand for mourning dress.

"Moore" all-wool KING'S MOURNING CLOTH meets the requirements absolutely.

Arrange with your clothing manufacturer at once to have this cloth in your line.

E. B. Moore & Co

Distributors of Textiles.

Men's Wear.

NEW YORK—876-878 Broadway at 18th St.
CHICAGO—209 Market St.

IT IS DESIRABLE TO MENTION THIS PAPER WHEN WRITING ADVERTISERS.

READY
DAY
&
NIGHT
Faultless
NIGHT ROBES
DAY SHIRTS
E. ROSENFELD & CO.

Copyright, 1910, by Fairchild Company

Vol. 29

MEN'S WEAR

No. 2

Subscription $2 per year.
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Single Copies, 15 cents.

Lees Building, Chicago 42 E. 21st St., New York

Published on the first and third Wednesday after the first Saturday of each month.

MAY 25, 1910

Entered as second-class matter at the post office at Chicago, Illinois, under act of March 3, 1879

THE SITUATION.

WE are now on the brink of our great annual crop-raising season. The situation is a shade hesitant, but the governing factors cannot be outlined as seriously worse than one year ago. A peculiar spell of spring weather and caution as to high costs seem to be the leading features. Buying that is withheld on account of high costs will have to come into the market at a later date. It is pointed out that strong bullish tones from leading men are lacking. Financial caution is apparent in all directions. Vigorous, sound business is desired, but no energy is being poured into prophecies of a boom. In view of the tremendous real estate and other value advances, a radical boom is not desired. We seem to be moving in the direction of "quiet business enthusiasm." Conserving of financial forces the world over is having its effect on the United States. The question has been raised as to whether farm loans are absorbing too much capital. The fast building pace has cessated a little, but large operations are reported in various sections.

In a sense, it would appear that our last trade boom was one of those giant affairs that are rarely duplicated. Conditions in 1905 were ripe for a big "trade jump." To-day we are adjusting many of the 1905-8 commitments. The economists still insist that our export prices must be lowered to the extent that our European balances can be restored. For the current year our exports will probably only exceed our imports by $150,000,000, whereas a normal excess would be $350,000,000.

On June 2 the world will receive its announcement of the United States cotton crop acreage. There are indications of an area of 32,500,000. Acreage of 1909 totaled 31,918,000 and of 1908 32,444,000. Raising of the 1910 crop will be followed with more interest than ever before on account of record cotton values. The extraordinary dry weather conditions that have prevailed throughout the spring, helping prairie fires and winter wheat deterioration, have affected the cotton belt. Precipitation in cotton-raising territory has only equaled 40 to 75 per cent of normal in most sections. Liberal rainfall at the proper moment may, however, remedy the rain shortage.

Recent unfavorable weather conditions have retarded oats growth a little and have caused large corn replanting operations. A three-billion-bushel corn crop is being planted. Much of the 4,000,000 acres of plowed-up winter wheat will be placed to corn. The June report on oats should suggest nearly one billion bushels.

The magnificent December promise of the winter wheat crop, equaling 560,000,000 bushels, has dwindled to around 420,000,000. Lack of timely rainfall, severe attacks of insect pests and winter-killing have brought about the decline.

The farmer requires large grain crops to compensate for very severe fruit losses. The rush to repopulate the hog lots is not so successful as outlined. Sows are scarce. It will take three years to place the country back on a proper hog supply basis.

Grain values have suffered further decline. Farm values of wheat are 15 per cent below one year ago. In the seven surplus corn states, corn values average 55 cents per bushel, as compared with 66 in May, 1909. Farm values of oats are 20 to 25 per cent below last year. The reduction in farm value of potatoes, as reported, is tremendous—May 1, 1910, 38 cents per bushel, versus 97 cents on May 1, 1909. Farm value of cotton is placed at 14 cents, against 9.6 last year. Live stock on the farm, including horses and hogs, is selling at fancy prices. Supply of hogs is very light, and packers are unable to depress average values in the Chicago market below a 9 to 9½ cent per pound basis.

The United States Steel Corporation appears to have from 20 to 25 per cent of its furnaces idle. Pig-iron production has been revised. The steel situation is comfortable, but there is no urgency and orders are not piling up. Previous to midsummer there is always a lull in iron and steel operations. Iron and steel men are disposed to view the outlook from a close range. We shall raise the usual normal crops and fall demand for steel products will be large. The question of a vigorous rush in September can be allowed to stand as an open question. When the railroads can secure adequate extension capital their steel orders will be enormous.

THE IMPORTANCE OF BEING POSTED.

THE necessity of being posted to the moment is recognized more and more every day as early buying becomes the habit of the majority of clothiers. Ignorance of the styles or fabrics causes the mistakes in buying to be a source of great danger to the dealer; and as the most careful make natural mistakes in buying.

IT SHOULD BE OUR CONCERN

to know as near as possible what are the latest styles and fabrics shown to the trade.

Market conditions and style changes, when told by the seller, are usually accepted as being biased, be they ever so correct; we all want

TO KNOW SOME SOURCE OF INFORMATION

which gives the news unbiased, and the Retailers' Trade Journal is the recognized medium through which we can be kept in touch with the changes and values of the merchandise shown in the market.

THE TRADE PAPER

has its representatives in the various markets of the land, and with the aggressiveness of the American newspaper men there is little hidden from them in their search for the latest news of the day. Every branch of the various lines is thoroughly searched for the new

FEATURES WHICH ARE OF INTEREST

to the subscribers of the paper and the many men report with fidelity and accuracy the styles and values as seen by them in all the markets. Any change is an item of interest which they are seeking and it goes down on the record regardless of favoritism. It's in the interest of the buyer that

IT GIVES A REVIEW

of the changes and happenings. Nobody can claim any injustice, for if he is on the square in his work he has nothing to fear from publicity. From this it will be seen that it is an easy matter for the dealer to arrive at conclusions that will be to his best interests and

MAKE HIM MONEY.

He will be able to know how much the salesman knows and how much of his talk is made up of facts instead of fancies.

Newspaper reports must of necessity be allowed a broad margin in matters where great interests are at stake; but every feature of the trade report is treated with the most minute accuracy for the benefit of the subscribers, for

THIS IS THE VERY CAPITAL

of the undertaking—the foundation of the institution—and when you read of such and such a happening you may rest assured it is not an effort to create a sensation, but a fact which is chronicled for the benefit of the buyer.

TURN TO THIS SOURCE

for the facts when you are laying out your buying campaign. Boil down all that you have read, and make a careful application as it will apply to your particular case and trade, and when you go to market you will find you know what is the right thing to buy.

THIS LEADS UP TO

the important matter of going to market often. Realize the fact that all this information is but the means by which you are to make a profitable selection of merchandise, and you must go where the merchandise "grows" to have a full view of the various features of the "crop," and the field is

THE OPEN MARKET.

It's dead easy to get a good sample of wheat out of any field, but what you want to know is "How is the average crop?" And you must go and see for yourself; you can't see through anybody else's eyes.

"It will pay any merchant to go to the market, if but to rub his back against the corners of the big stores," is the way one

VERY SUCCESSFUL CLOTHING MERCHANT

expressed it. He was right, for to stay at home is to become stagnant and stale, and it is just as necessary to go to the market as it is to advertise. It provides something different to show the trade, and gives new ideas to the merchant, and these are the coin of the clothing realm.

Another

SOURCE FROM WHICH TO ACQUIRE INFORMATION

—but much neglected—is the advertising columns of the trade papers. Advertisers do not spend their money for fun, and as the science of advertising is better understood it will be found that the most successful advertiser is the one who is most honest. He at least thinks he has

SOMETHING WHICH WILL APPEAL

to the trade as being a "winner," and while it may not strike everybody as a seller and may not be what you want, the dealer in the next state will laud it to the skies as a success.

To know what will suit your trade and sell well, you must keep posted.

KEEP POSTED ALL THE TIME;

it's the life of your business. To neglect it is to starve your business to death, not give it enough variety of food to keep it healthy and strong. You can't live on cake all the time. It takes a good wholesome variety of the "new things" to

KEEP THE PROFITS COMING IN.

Mistakes eat up all the profits, and while you may "hit it" occasionally in buying, there is no reason why you cannot KNOW exactly what is new, what is stylish and what is adapted to your trade.

The present habit of buying so far ahead demands the most strenuous efforts to

PREVENT OVERBUYING

and consequent loss of profits. A few mistakes eat up all the profits of a season, and it behooves the careful merchant to be posted to the minute.

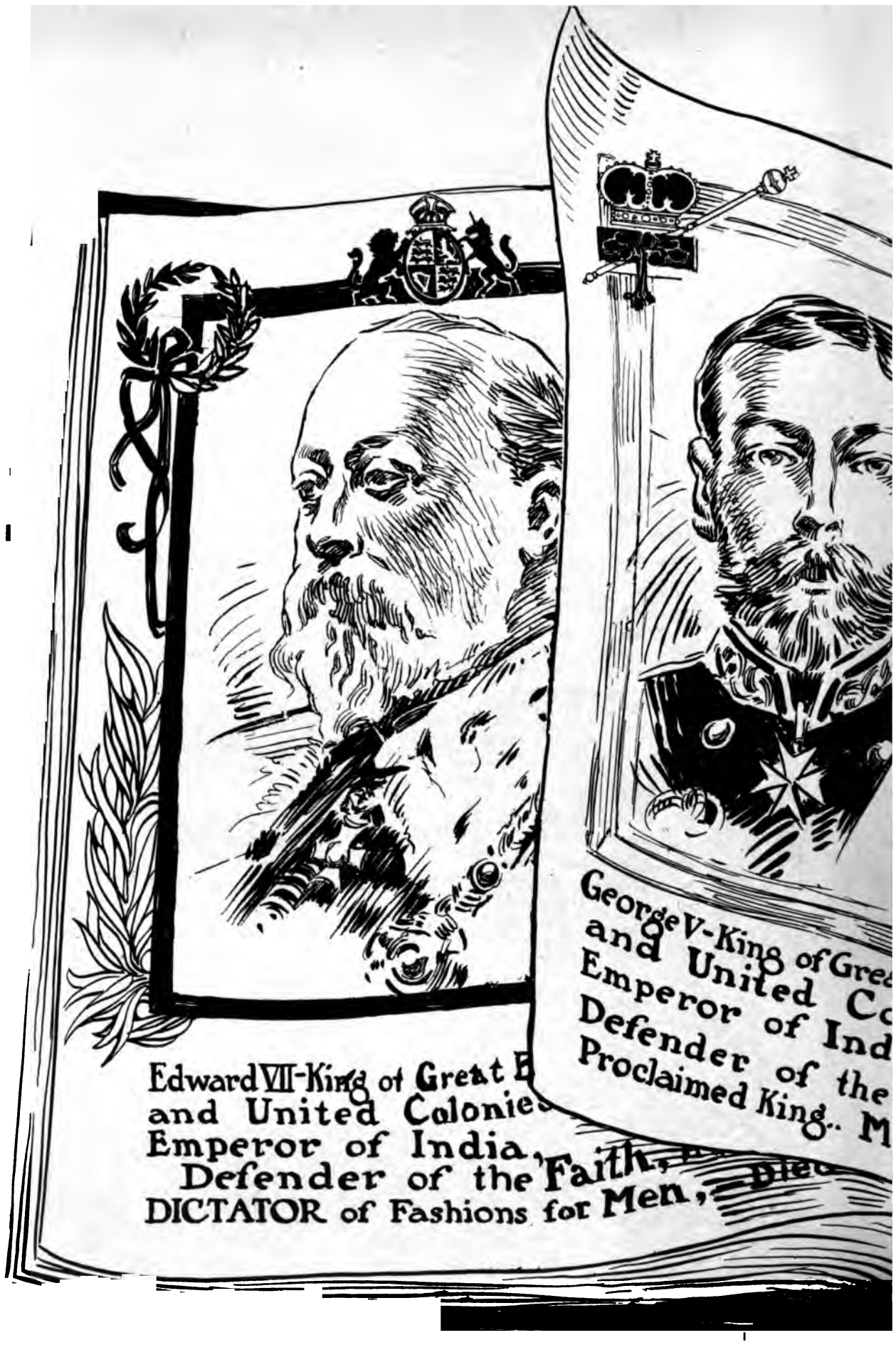
A doctor who never studied would soon be so far behind that he would not know chickenpox from smallpox. The lawyer who does not

READ UP THE LATEST

decisions on the case in hand will soon lose his clients. So you, Mr. Retailer, must read and keep up with the procession or you will fall out of the race. There is no reason except hard work why one man should succeed more than his neighbor. The road to success is not through "elbow" work but by brain work, and

IT REQUIRES CONSTANT BRAIN WORK

to make a success of the clothing business.


George V-King of Gre
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Proclaimed King.. M
Edward VII-King of Great B
and United Colonie
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Defender of the Faith,
DICTATOR of Fashions for Men,

E.
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Uncle Sam
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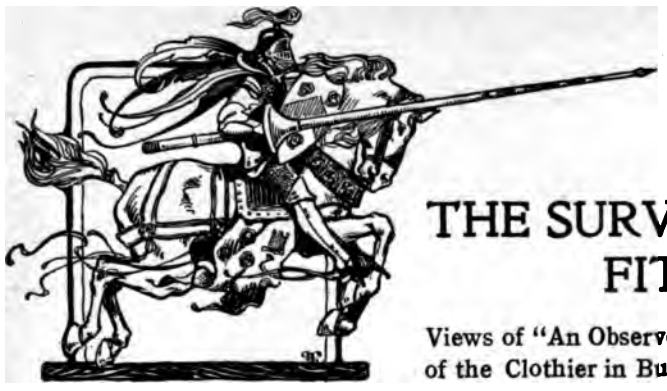
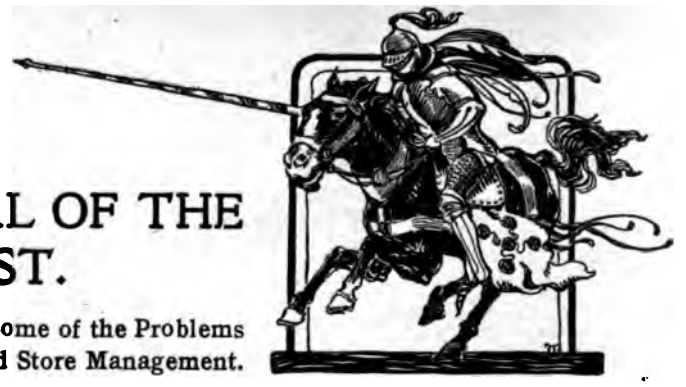
of Fashions for Men.



THE SURVIVAL OF THE FITTEST.



Views of "An Observer" on Some of the Problems of the Clothier in Buying and Store Management.

WHEN calling upon the retail clothing trade in various sized communities, discussions regarding the conditions of the trade, its prospects, etc., are natural topics of conversation. In these conversations it very frequently occurs that merchants will call attention to retail clothiers who are and to those who are not meeting with success.

Clothiers begin to understand that the retail clothing business is an entirely different pursuit from what it formerly was. Retail conditions discussed from every possible point seem to narrow down to the fact that in order to meet with success the clothiers must realize that real executive ability is required and must be studied to be further developed. Conservation is the trend of the times. The small retail store cannot become great by following the same routine work, day by day, using a fixed method for publicity, buying of the self-same people, as near as possible the self-same goods, displaying goods and selling them by the old prescribed fixed style and manner.

It is easy to show faults, but what are you going to do about it? Can a better way be shown or suggested?

The essential requirement is to know the real cause of trouble, and once that is known one is in condition to study for and to seek improvement.

"Hustle" we know comes natural to some, and my claim here is, that the retail dealer, whether it comes natural or not, must "hustle," even if he must acquire the habit. The reason he must is because of the rapid growth of competition. His competitors "hustle." The large competitors can afford to hire "hustle," and where the merchant depends on his own executive ability against them, the only chance he does stand is to meet competition with its own greatest and most effective weapon. He can't meet them with variety of goods, prices, nor capital, but "hustle" overcomes all these as often as one sees a new big man appear.

If you always wait on your customers yourself, also keep your books, write your own advertising, dress your own windows, do all the buying yourself and possibly the most of the stock keeping, your store will never be a great success.

Success to-day means more, requires more and compels more. Retailers must comprehend that the only positive methods for real success under the present conditions is to be ever ready, and at all times to do the unprecedented. It is the unusual that takes, the unusual in the announcing of their goods, in the buying, selling and displaying of the same. The unusual, the energetic, in every lawful and honorable business transaction, is permissible, regardless of the fact that it has not been done before in their community or in any other community.

"We always show our furnishing goods in the right-hand windows; our clothing in the left-hand window." Very good, but "Hustle" will sometimes find occasion to show pants in that right-hand window. "We buy our goods in such and such a manner, and at such and such a time." "Hustle" would not. He would buy his goods according to conditions of his stock, finances and business. "We do not sell suits for less than $15, nor trousers for less than $3. It seems hardly possible to find these goods sufficiently reliable for smaller money." "Hustle" sees there are men in the community who must buy trousers and suits for less than these prices, because their income and family expenses allow them no more. Many of these same people would be much benefited if good, durable clothes could be had for less. "Hustle" keeps an eye open to see. Undervalue, unreliable merchandise is not in the line of the true man of to-day, who is called a "hustler," but a wide-awake hustler has many opportunities for buying the unusual. It is true, that kind of buying cannot be done at a fixed period or from a fixed set of houses. "Hustle" goes to market, watches trade reports, sees the real opportunities for buying. He is the "easiest" man met by the young drummer in trying to interest trade. But our young traveling man will find him the worst that he meets unless his goods and prices hit the mark.

The consensus of opinion of experienced traveling men is that the smaller the store the more difficult they find it to get a hearing, particularly so where the parties are traveling over new territory. A traveling man on his first trip over the territory selling gold dollars for 50 cents requires skillful maneuvering to get so far as to tell his errand to the average small dealer. To sell them even that bargain, means patience, correct address and a quick and prompt knowledge of "sizing up." Some of the great salesmen with large established trade, who hold more of their business on the reputation of their firm than on their ability, may contradict this statement. The man who has traveled frequently over new territory, introducing new lines and ventures, will recognize the following as daily experience.

Some small storekeepers receive the stranger by taking his card, looking into space, and, without a further word, rush off to the other end of the store. The salesman waits a while, then follows the merchant, starts again to tell him his story, to have his man rush off again, this time to show a lone customer in the store a collar, while several clerks are standing about. Before the proprietor can again be spoken to, he is very liable to look at the traveling man over the customer's shoulders with "I have no time to-day," or "Don't need anything." Another style of small dealer, at that point, seems to have quite forgotten the traveling man's business, and starts talking on outside matters, which do not interest the traveling man, do not bear upon the point before him, and wastes valuable time.

The larger merchants and most buyers in large stores require less "trick" selling, and the straight, brief story will in most cases elicit a prompt reply of encouragement or otherwise. Notice the advertising for salesmen by the wholesalers, notice the character of men that wait on you. Wholesalers ask for men of good appearance and address, who have an established trade. In other words, they acknowledge that their merchandise and their inducements are a smaller factor than established trade. They also own that even such stands a far better chance with the average dealer if the appearance of the salesman is particularly striking and impressive.

To the general public we own that the first impression and address of a stranger are very valuable. Should not a merchant, though, consider it a weakness in his ability to buy, when a stranger of superior address and appearance can do so much more business with him than a plainer person, or that acquaintance can influence his dealings in so large a measure? If no inducements or qualities or prices are offered, what benefit is appearance, address or acquaintance to the business?

The present difficulties to show clean, net profits in the clothing business require these detailed studies into possible weak points, to remove all waste that may lead to the losing of margins. Therefore it seems a step in the right direction to recommend retailers to enlarge upon the possibilities of skilful buying and to depreciate the requirements of skill and its cost to sell them. Knowledge of merchandise, great knowledge of values, positive familiarity with the possibilities of the business for buying and selling, should enable retailers to tell the house they go to buy of, or the men who come to wait on them, freely what they can use. If a traveling man offers a line of goods at such a time as the business allows for that purpose, regardless whether he has sold the store before or not, why not see his offerings, promptly? If the goods and prices are not right, you would not buy. To keep him hanging around, because you know that you will make it pay him, is bad business.

A clothing store which is in the position where it is obliged to buy of certain houses and not in a position to buy freely what it needs, should look about for means to throw off these fetters. In a majority of cases, the stores allow some houses to carry them, owing to early errors of overbuying. Their stock is larger than their business allows, their varieties and assortments are not as large as they should be. In most cases such dealers go on in hope of some mysterious future happening, at which their business will throw off so great a profit as to allow them to pay the people who are carrying them. In many cases merchants of that kind would realize a greater profit by selling out and devoting their energy to some other line. Others who have simply fallen into the rut, through easy-going habits, whose capital and credit are sufficient to allow them a fairly independent market, very frequently wake up and suddenly find a way of doing more profitable business. At such times these men do the unprecedented and by energy work themselves out of a state of lethargy.

The first necessary step is to bring the stock down to the proportions healthy for the business, to get the capital that has been laying dormant into active use. The success met by such efforts is a profit which too many clothiers have not the stamina to realize. Many others are also too careful of what their competitors and the people might say in regard to methods that they may find necessary to use.

"The end justifies the means" is absolutely good business as long as the "means" are carefully within bonds of honesty and truth. The writer has very frequently met with firms in this very condition, who have found it necessary to make extremely sensational statements to the public in order to move their stock. It can be readily proven to such firms that the same sensation can be aroused by telling the real true state of affairs, by plenty of hard work in bringing out all that they really intend to do, and telling of all that they really expect to sacrifice. Exaggerations, prevarications and false representations are not only not required, but will in every instance revert to the injury of such a firm.

AN OBSERVER.

PROFITS.

PROFITS should always bear a proper ratio to the risk. The best class of trade demands the newest styles and the best goods, and, as fashion dominates the demand more and more every year, the style value grows in importance; and as

THIS STYLE VALUE

is so short lived and such an essential selling feature, it is required that the profits be large in proportion to the uncertainties of the demand. There are merchants who imagine that price will create and hold a first-class trade in clothing, furnishings and hats. This is only true to the extent of giving values as they are expected and

DEMANDED BY THE CUSTOMER.

The value to "Charlie Boy" lies not in the material or make but in the style and cut. As he buys several suits in the year he does not look to intrinsic values like the man who, with a family, has to consider the wearing qualities of his purchase.

Five dollars more or less to this young man means but a greater or lesser

EFFORT TO CONVINCE

"father" or "mother" or his "guardian," as the case may be, of the demand of his wardrobe for a new suit. He may be self-supporting, in which case he but gives more to this and less to that.

The votaries of fashion never count the pennies when they are pleased with the fulfillment of

THE REQUIREMENTS OF STYLE

for their personal adornment. Therefore, since time was, this class of merchandise always has paid and must pay a handsome profit.

To the man who doubts this theory we say: "Try it." Take a line of suits—four styles at the same price. Mark

THE NOBBIEST ONE

at a good stiff profit, scaling down the conservative blue serge or black worsted to a 33 1-3 per cent profit. When the clothing is displayed and you ask the larger profit boldly and without hesitation, you will find that the customer knows no more about intrinsic values than you do. If the suit

PLEASES THE YOUNG MAN

or the more conservative buyer he will take it, at a profit, when it comes within his range of price; that is, the amount he has usually paid for his suits.

A $25 suit to a man who has never paid but $18 in his life is not cheap at $20, unless you can "wake him up" to a new condition where

PRICE IS NOT THE SELLING ARGUMENT

but quality the inducement. From this it will be clearly seen that you should take your profits at the time the style value of your merchandise is the greatest. Equally plain is the demonstration that you must take less profit as the style value decreases, and on such merchandise as your customer buys when

SERVICE IS THE PRIME FACTOR.

Profits must always be on a sliding scale, and it requires a clear head and good judgment properly to adjust them; to mistake the time or place to make a large or small profit is to lay yourself open to criticism which will affect

THE SUCCESS OF YOUR BUSINESS.

The expense of doing business increases with every year; the demands of publicity are insatiable, and simply to "trust to luck" is to invite failure. The merchant must feel the confidence that hard work and application beget when he offers his clothing as "the most stylish and

BEST ON THE MARKET,"

and in the degree in which he feels this to be so he will impart his confidence to the clerks and his customers. Start this end of the business right by knowing the correct styles, and then follow it up by taking your profits when and where they are due you.

CONCENTRATION OF WINDOW DISPLAYS.

Using the Entire Window Display Space for the Exhibition of One Line—Its Advantages Over Diversified Window Disp ays.

SHIRTS—nothing but shirts—as far as the eye can see. Shirts plain and pleated, shirts white and colored, in all the rainbow variegations, together with soft shirts of silk and sundry other fabrics.

Such is the sight that might meet one's gaze in a stroll down a street in Denver, where a well-known and successful clothing and furnishing firm has hit upon the idea of concentrating the display on one line and one only for a certain period of time, usually four to five days, then changing the entire display to some other line—either shoes, clothing, neckwear, hose, underwear or hats. These concentrated displays may be changed to suit the season or the weather.

If you arrive down town on a cold morning of the early fall and are confronted with overcoats as far as you can see, you will probably be impressed with the thought that it is time to think of a heavy overgarment. Stopping in front of this wondrous display of overcoats, you see in the window a reflection of yourself, clad in a last year's coat or one from the year before last. The chilling winds clinch the argument.

Or perhaps you stroll in the brightness of the early spring noonday, when the sun has the aspect and some of the heat which it possesses in summer. Before you stretches an eighth of a mile of summer clothing. What would be the psychological effect?

This plan of suggestion from massed merchandise is being tested, and the results will be watched with interest to determine the relative value of the concentrated and the diversified display.

The strongest argument in favor of the former system is probably the momentous single impression that is made upon the mind of the passer-by. Within the sub-conscious self—as the psychologist would say—lingers an impression, and whenever the person upon whom it is made thinks of the certain article which created the impression it will immediately become associated with another idea—the store where he saw the greatest quantity of that article. He will be impressed that the store which can display a variety of that magnitude must have a stock in reserve from which he may procure just what he wants.

Then, too, here is an index to the stock, offering the opportunity for a comprehensive idea of the styles carried and for selection. Therefore seeing a style or a number that appeals to a man, he steps into the store and asks for it, describing it by number, name or price.

Men have an aversion to that which is a delight to most women—shopping. They dislike to go from store to store looking at the goods which are submitted and then possibly leaving without making a purchase, should the assortment contain none that he liked. Yet if he is fastidious, "shopping" is his only means—except examination of window contents—of finding what he wants. Most men would welcome an opportunity to see a display indicative of the stock, thus obviating the necessity of "looking around."

It might be contended that this concentration upon one line would be at the expense of the other lines, and that these would suffer because of failure to be represented in the window. The usual method is to divide the windows in proportion to the amount of business of the departments. It is a well-known fact that window trims bring immediate results in the form of business in the lines displayed; without a display this business would be lost. But it must be borne in mind that the results of a concentrated display are cumulative. They are expected to be in evidence not only while the display is in view, but are supposed to continue because of the memory that remains, the impression made upon the mind by the great display. This, and the added interest when a complete display again appears, is depended upon to keep the business up to and beyond the desired standard or the usual continuous volume.

It could not be expected that a window display—say of clothing—in twenty-five windows, would bring twenty-five times the results of a display of clothing in one only of the twenty-five windows, nor could it be expected that twenty-five windows devoted to an exhibit on one line would bring immediate results equal to the same amount of space devoted to diversified displays, but the accumulated results which would extend over a longer period of time might be greater.

The objection is offered that this system would not permit of a division of the display space in proportion to the importance of the various departments. This may be overcome by so arranging the scheme of rotation that the important departments appear oftener than those which are reckoned as of less importance, while the seeming equality in amount of space would have a tendency to bring it up to a more profitable basis.

Without advocating a plan that has little or no actual evidence in its favor, and awaiting more data to prove its supremacy over or equality with the plan of diversified displays, the above points are submitted for the consideration of such as believe the suggestion worthy of further experiment.

WINDOW SUGGESTIONS

The two upper displays are reproductions of a suspender trim by Marshall Field & Co. and a shirt and neckwear unit taken from one of the windows of Beachey & Lawlor, Chicago. The lower trim was made by Herbert Perry for the Glover Company, Cheboygan, Michigan.

SHOW - CARDS AND SIGNS.

INQUIRIES Relating to Materials, Criticisms of Practice-Work or Designs, Methods of Making Signs, Price Tickets and Cards, should be accompanied by a stamped envelope addressed to PALETTE, care of this Magazine.

PEN LETTERED SHOW CARDS.

Lettering and Ruling Pens.

THERE are eleven sizes of the German Soennecken pens, running from number 1, which makes a stroke about 3-16 inch wide, to number 6, which makes a coarse, ordinary pen stroke. Card writers use numbers 1, 1½, 2, 2½ and 3, and any finer stem strokes are made with ordinary pens. Other pens with two and three points are used for ruling borders on small tickets or for underlining words.

Any fluids can be used with these pens, provided that they are not too thick. Those that dry the quickest are the most desirable. Some writers use penholders that are especially made for this purpose, being six-cornered near the pen end to prevent the fingers from slipping, but any ordinary penholder will do.

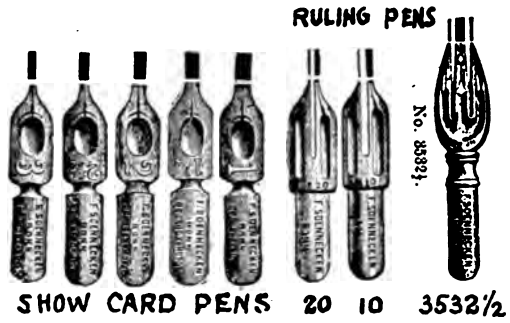
The cards displayed on the opposite page have been considerably reduced from the original sizes in which they were written, being exactly three times smaller.

By following our instructions as to your spacing of lines you will be enabled to use the proper sized pens for practice. In the beginning you will think it disagreeable that the pen does not respond or slide so readily as a brush, but soon you will become accustomed to the trick of keeping the entire point always flat on the paper, and you will observe the identical movements for your pen strokes as with the brush. In the beginning you can finish all of the points on each side of your stem strokes with an ordinary pen, but after a while you can do this work with the stub pen just as you learned with the brush. Your fluid, if too gummy, should be frequently stirred and thinned with water, and the pen occasionally wiped clean, especially after you have finished using it.

After a fair amount of practice you will write neat cards. For the first, second, fifth and sixth cards, rule spaces 8¼ inches by 10½ inches. The other two cards are 10½ inches by 12 inches.

For the lettering space layout of the first card, rule lines 1½ inches apart for the letter B and use a ruler for the long stem stroke with a number 1 pen. For the small capitals, E, L, T, S, rule two lines ⅝ inch apart, and use a No. 1½ pen. The lower case letters in the next two lines are ½ inch above the line for all stem letters except the letter F, which is ⅛ inch shorter. The space below the lines is ¼ inch. Use a No. 2½ pen for these slanting letters, being careful to have them slant in the same direction. The prices written with number 1½ pens are ⅞ inch high. The small strokes in the cent and dollar signs should be made with a finely pointed pen.

Be sure to leave plenty of white space all around your cards, laying out everything with a soft pencil as a guide, and be careful when the card is dry freely to use your sponge rubber to clean the card of all pencil marks. The wording of these cards is especially for the summer season, and the most is said with the fewest words.



Clean Gold Edge Lines.

TO obtain clean, even edges for gold signs that have no painted background, it is necessary simply to lay on your size very carefully by first outlining each letter with a sign-painter's brush. Such brushes have the hair at least 1¼ inches long and about 3-16 inch wide, with a point. If you wish small block letters use a flat-pointed brush.

Mix your size for edge-line as thin as possible; use a mahlstick on which to rest your hand while painting the edge-line, after the manner of sign painters; then fill in the body of the letter with a wide brush, spreading out the size thin and being sure not to touch the outer edges of the sized edge-lines. When you rub off your surplus gold with cotton it is as clean on the edge as any letter can be.

Gold Lettering on Glass.

FOR glass be sure thoroughly to clean it where you intend to letter inside, finally wiping with cotton and alcohol. Mark out your sign on the outside with chalk. If you as an amateur want a perfect result, paint your sign in black watercolor, in which you should put a little mucilage on the outside of the glass. Dissolve a thimbleful of pulverized white gelatin in a pint of boiling water. Spread this liberally across the inside of the glass where you cleaned it, allowing it to drip down. Then lay on your gold with a loose gold-leaf "tip," a brush device especially made for that purpose.

After this is dry you can follow the outside watercolor sign, which shows clearly through the gold, by lettering on the back of the gold inside of the window.

Use drop black ground in japan, which you can carefully thin so that it does not flow too easily, by using a little varnish. When this is thoroughly dry—preferably the next day—wipe off all the surplus gold with cotton and water or alcohol and water, and clean off the outside sign from the window with a little warm water. Then back letters with asphaltum.

BELTS
of all Leathers
to fit any waist
50¢ to $2.00

FAIRCHILD CO.

Sailing Togs
Linen Duck & Serge
Suits
and all other accessories
at reasonable prices

FAIRCHILD CO.

Flannel
and Serge
for
Seaside Wear
$20. to $35.
a Suit

FAIRCHILD CO.

Safety
Comfort
and *Style*
A Happy Combination
Raincoats
$7. $9. $12. $15.

FAIRCHILD CO.

Get a Head
and we can supply the
CAPS
Cotton, Linen, Silk or Fabrics
50¢ to $3.00

FAIRCHILD CO.

For Men and Boys
we furnish
Trousers
and Knee Breeches
of every description.

FAIRCHILD CO.

COLOR CHART

Copyright by Fairchild Co.

SHIRT.	SCARF.	HOSE.	SHOES.	HAT.	GLOVES.	SUIT.
Blue.	White, Gray, Brown, Tan, Maroon, Blue, Green, Corn.	Gray, Brown, Tan, Maroon, Blue, Green, Corn.	Black, Tan, Russet, Oxblood.	Black, Tan, Brown, Green, Pearl, Slate, Fawn, Bronze.	Tan, Gray, Chamois, Green, Oxblood, Brown.	Brown, Gray, Tan, Navy, Green, Olive, Black, Fancy Mixture.
Gray.	White, Purple, Blue, Red, Gray, Green, Brown, Lavender, Heliotrope, Tan.	Purple, Blue, Red, Gray, Green, Brown, Lavender, Heliotrope, Tan, Black.	Black, Tan, Russet, Oxblood.	Black, Pearl, Slate, Green, Tan, Brown, Bronze.	Gray, Tan, Dark Green, Brown.	Tan, Gray, Navy, Black, Green, Fancy Mixture.
Lavender.	White, Gray, Green, Lavender, Purple, Navy, Black.	Gray, Green, Lavender, Purple, Navy, Black.	Black, Tan, Russet.	Black, Brown, Pearl, Tan, Fawn, Green.	Tan, Gray, Chamois.	Gray, Olive, Black, Navy, Brown.
Pink.	White, Maroon, Dark Green, Black, Pink.	Maroon, Dark Green, Black.	Black, Oxblood.	Black.	Gray, Oxblood.	Navy, Gray, very Dark Brown or Black.
Green.	White, Gray, Green, Tan, Corn, Maroon, Brown, Pink, Blue, Lavender, Black.	Gray, Green, Tan, Corn, Maroon, Brown, Pink, Blue, Lavender, Black.	Black, Tan, Russet, Oxblood.	Black, Brown, Pearl, Tan, Green, Bronze, Fawn.	Tan, Gray, Green, Chamois, Oxblood, Brown.	Blue, Gray, Green, Brown, Olive, Tan, Black.
Tan.	White, Blue, Brown, Tan, Maroon, Purple, Green, Black.	Blue, Brown, Tan, Maroon, Purple, Green, Black.	Black, Tan, Russet, Oxblood.	Black, Brown, Tan, Bronze, Pearl, Green, Slate.	Tan, Gray, Chamois, Green, Brown.	Brown, Tan, Olive, Black, Gray, Blue.
Mourning Dress. White. White with Black Stripe or Figure.	Black.	Black.	Black.	Black.	Black.	Black.
Black and White (dark effects).	Any color harmonizing with Suit.	To match Scarf.	Black, Tan.	Black, Pearl, Green.	Gray, Tan, Green, Oxblood, Brown.	Optional.
White.	To match eyes or complexion. Black, White or Gray (staple).	To match Scarf.	Black, Tan, Russet, Oxblood.	To harmonize with Suit.	Tan, Gray, Oxblood, Brown, Chamois, Green.	Optional.
White Ground (colored stripes or figures.)	Color to match or harmonize with stripes.	To match Scarf.	Optional.	To harmonize with stripe in Shirt.	To harmonize with Scarf.	Optional.

THE above chart is a guide based on the best usages of the present time. It stands for what is accepted by the best dressers as showing good taste with regard for those color impossibilities which ruin a man's appearance by their inharmony. There is nothing arbitrary about it. The main idea is to enumerate those primary colors which go best together or make acceptable contrasts.

The matter of complexion is always a serious one. As no two men are alike, every man must exercise personal taste and judgment, with regard for certain color difficulties. For example:

A swarthy complexion does not appear to advantage against pale colors. Such a man should avoid contrast with his complexion; high or strong colors are his forte, not weak tints.

As a general rule wear that which harmonizes with your eyes. Be absolutely individual, although this, of course, does not mean being original to the point of arbitrarily pitting antagonistic hues.

To obtain the best results from the chart the first and last columns will serve as a safe guide, the accessories matching with the clothes, or vice versa, according to the inclination of one's tastes. The color chart is simply submitted with a view to correcting bad color combinations.

SELLING IDEAS

WAYS IN WHICH OTHER RETAILERS HAVE BROUGHT CUSTOMERS TO THEIR STORES.

A SHORT time ago the Chicago Tribune, one of the best-known newspapers of the country, carried every day for a week or more in a ruled box on nearly every page of the paper the mysterious inscription, "He's Coming Back."

No explanation of the phrase was given, and appearing, as it did, on nearly every page, including the first page, of this widely circulated medium, it naturally attracted wide-spread attention. After this phrase appeared for a week or more it was followed up by another, "Who Is Coming Back?" displayed in the same way on practically every page. And as still no explanation was given, the curiosity and attention given to these mysterious phrases grew. Just as the interest was at its height, the Bedford Shirt Company, a downtown furnisher in Chicago, filled their windows with a large display, on which, at the top, in very prominent letters, were the words, "HE'S COMING BACK." Then, in smaller letters, the card went on to state that "he" was coming back to secure some of the excellent values in shirts which they were offering to the trade.

An explanation of the Tribune's mysterious phrases appeared shortly after, when they announced that the party whom they had so generously advertised as "coming back" was their world-famous cartoonist, John T. McCutcheon, who for several months had been hunting big game in Africa.

The attention-attracting large display cards which the Bedford Shirt Company used at the psychological moment are excellent examples of how the wide-awake retailer can often grasp outside events and outside advertising and turn it into profitable advertising for his store.

COVER DESIGN OF A CLEVER LITTLE STYLE BOOK ISSUED BY A. B. STEINBACH & CO., PORTLAND, OREGON.

USING NATIONAL ADVERTISING.

Along the lines mentioned above it might be interesting to note how a well-known southern retailer, in his local newspaper advertising, often uses the advertisements from magazines of national circulation to draw trade to his store. For instance, in a recent issue of the Saturday Evening Post, there appeared an outing collar advertisement, in which a New York firm announced that they would send four of these collars by mail prepaid for $1. The day after this advertisement appeared in the Post, this retailer came out in his local papers with the following announcement: "Don't send to New York for the soft collars advertised on page 49 of the Saturday Evening Post." This was followed by the statement that they could be purchased at his store for the same price quoted by the New York concern.

CLERKS' NAMES AS A DRAWING CARD.

There is, of course, no question but that the personality of the clerks in a retail establishment, the people they know and the trade they can hold through their personality, is one of a store's most valuable assets.

The Mossler Company, clothiers, Chicago, recently emphasized this point when they came out with a newspaper advertisement signed by their entire staff of salesmen. The advertisement read:

"Store Editorial.—We desire to convert our many friends to the use of 'Mossler Clothes,' because we know what they are and believe in them. This house will stand back of every suit or overcoat we sell, for style, quality or value, and will return the money or replace any garment that should prove unsatisfactory. We have the courage of our convictions, and hence, without hesitancy, ask your patronage, and assure you our best personal attention. Mossler Company; Mr. Willis Herman, for eight years with Mossler Company; Mr. Wm. R. Gould, for five years with Mossler Company (formerly of Newport, R. I.); Mr. Frank McClosky, for five years with Mossler Company; Mr. Ulysses Mandis, formerly with Woolf Clothing House; Mr. Robert Ogilvie, formerly of Madison University; Mr. B. B. Dale, formerly with Foreman's Clothes Shop; Mr. Mort Prindiville (Credit Dept.), formerly at Woolf's Clothing House; Mr. J. S. Metzler, formerly with S. F. Wilson & Co.; Mr. M. E. Mossler, Manager."

WINNING THE BASEBALL FANS.

The retail store of Leopold Morse Company, Boston, will doubtless prove a popular gathering place for baseball fans during the present season.

This firm have established a direct wire connection with the office of the Boston American, and are posting the scores of the baseball games, by innings, in both the American and National League games. This news is set forth prominently at the main entrance to the store.

A WELCOME TO CONVENTION DELEGATES.

Every delegate to a convention recently held in the city of Birmingham, Ala., received the following letter from the well-known firm of J. Blach & Sons:

"Welcome to Our City,
And More Especially to Blach's.

"We are rightly proud of this store and want you and your friends, and the ladies with you, to make this place headquarters when in Birmingham. We offer all the facilities and comforts of a modern establishment. The ladies will be delighted with the now-famous Indian Mission rest room.

"Use us as a bureau of information about Birmingham. If you should happen to want to buy we offer selections from the largest stocks of men's and boys' wear in the South and assortments equal to any, anywhere. Values here are so good partly because we sell only for cash. Then, there are other reasons. But—remember this—you will not be expected or urged to buy because you come here.

"Again, and emphatically, WELCOME!!

"Very truly yours,
"J. BLACH & SONS."

TWO CLEVER LETTERS.

The following letter was recently sent out by the salesmen of Smith, Gray & Co., New York, to their friends and customers:

"Dear Sir:—When Smith, Gray & Co. advertise the news I am about to tell you, you might not see the advertisement, and, since the quantity is limited, you might not be able to be here in time, so I am writing you this letter one week before the advertising begins, so that my customers and friends may have the opportunity of first choice, it being Smith, Gray & Co.'s idea, and mine as well, that they are entitled to get in on any good things first.

"There are 7,400 straw hats, away under price, from the finest maker in America, hand finished, over a dozen new blocks in every kind of braid or straw that is known in good hat making. $1.50 and $2 straw hats are $1.15; $2 and $2.50 straw hats are $1.35; $3 and $3.50 straw hats are $1.95; $3.50 and $4 straw hats are $2.35; $4 and $5 straw hats are $2.95.

"This is one of the best tips I have been able to give for a long time, and I hope, for your own sake and for the sake of your future patronage, which I hope to merit, that you will come in as soon as you get this letter.

"P. S.—There is a special $25 blue serge suit at $18.50 that's a trade winner—let me show them to you when you come in.

"Then there are those $20 and $22.50 special suits at $15.50—wonders!"

Another clever letter along the same lines was recently sent out by Maurice L. Rothschild, Chicago. It read:

"Dear Sir:—Part of the service we're trying to render the men of this town is to let them know when any special good thing comes along. We feel that we ought to do more than our newspaper announcements, particularly in the case of our customers.

"Just now a special sale of medium and light weight overcoats; spring weaves and styles; many of them are silk lined; many rainproofed. They're our Maurice L. Rothschild special goods, such as we've sold at $25 to $35; they're now $18.

"Another pointer: A great stock of blue suits; self stripes, serges, rough weaves; five different shades, and ten patterns. They're our usual $35 values, now $25. Many of them are silk lined.

"Also, some 5,000 pairs of fine trousers, at $5; in many cases you couldn't buy the materials for that price; they're $8, $10 values; very choice goods; now at $5.

"We just wanted you to know about these particular [illegible]. They're too good to last very long. Yours truly, Maurice L. Rothschild."

THE TRADING STAMP QUESTION.

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"Welcome to Our City,
And More Especially to Blach's.

"We are rightly proud of this store and want you and your friends, and the ladies with you, to make this place headquarters when in Birmingham. We offer all the facilities and comforts of a modern establishment. The ladies will be delighted with the now-famous Indian Mission rest room.

"Use us as a bureau of information about Birmingham. If you should happen to want to buy we offer selections from the largest stocks of men's and boys' wear in the South and assortments equal to any, anywhere. Values here are so good partly because we sell only for cash. Then, there are other reasons. But—remember this—you will not be expected or urged to buy because you come here.

"Again, and emphatically, WELCOME!!

"Very truly yours,
"J. BLACH & SONS."

TWO CLEVER LETTERS.

The following letter was recently sent out by the salesmen of Smith, Gray & Co., New York, to their friends and customers:

"Dear Sir:—When Smith, Gray & Co. advertise the news I am about to tell you, you might not see the advertisement, and, since the quantity is limited, you might not be able to be here in time, so I am writing you this letter one week before the advertising begins, so that my customers and friends may have the opportunity of first choice, it being Smith, Gray & Co.'s idea, and mine as well, that they are entitled to get in on any good things first.

"There are 7,400 straw hats, away under price, from the finest maker in America, hand finished, over a dozen new blocks in every kind of braid or straw that is known in good hat making. $1.50 and $2 straw hats are $1.15; $2 and $2.50 straw hats are $1.35; $3 and $3.50 straw hats are $1.95; $3.50 and $4 straw hats are $2.35; $4 and $5 straw hats are $2.95.

"This is one of the best tips I have been able to give for a long time, and I hope, for your own sake and for the sake of your future patronage, which I hope to merit, that you will come in as soon as you get this letter.

"P. S.—There is a special $25 blue serge suit at $18.50 that's a trade winner—let me show them to you when you come in.

"Then there are those $20 and $22.50 special suits at $15.50—wonders!"

Another clever letter along the same lines was recently sent out by Maurice L. Rothschild, Chicago. It read:

"Dear Sir:—Part of the service we're trying to render the men of this town is to let them know when any special good thing comes along. We feel that we ought to do more than our newspaper announcements, particularly in the case of our customers.

"Just now a special sale of medium and light weight overcoats; spring weaves and styles; many of them are silk lined; many rainproofed. They're our Maurice L. Rothschild special goods, such as we've sold at $25 to $35; they're now $18.

"Another pointer: A great stock of blue suits; self stripes, serges, rough weaves; five different shades, and ten patterns. They're our usual $35 values, now $25. Many of them are silk lined.

"Also, some 5,000 pairs of fine trousers, at $5; in many cases you couldn't buy the materials for that price; they're $6, $8, $10 values; very choice goods; now at $5.

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STORE ARCHITECTURE AND WINDOWS

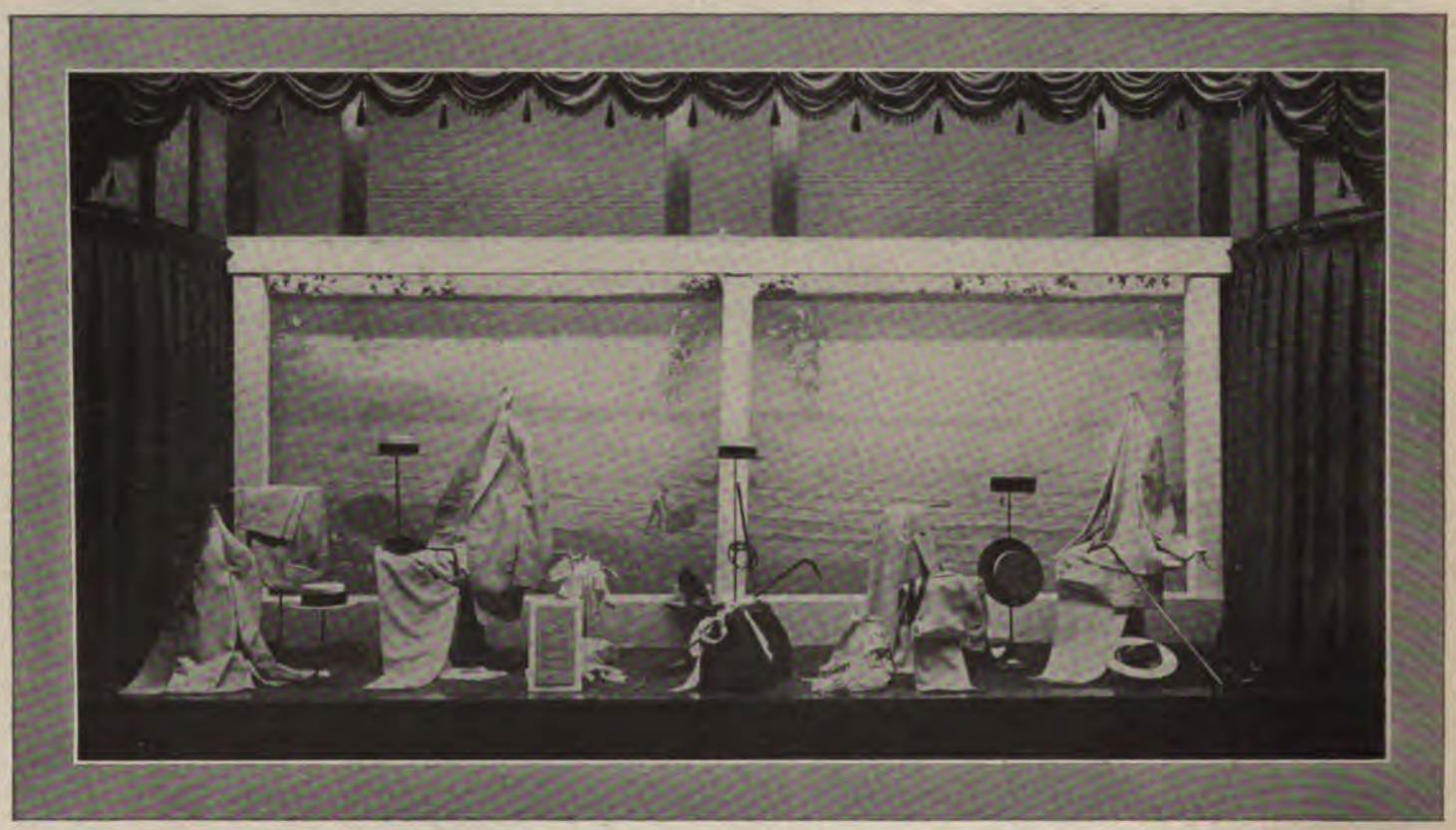
SEASIDE SCENES.

A Novel Group of Painted Window Backgrounds Used by the F. and R. Lazarus Co., Columbus, Ohio.

THE window shown in the reproduction below is one of a group of seven windows which recently attracted considerable attention in the city of Columbus, Ohio. The feature of each of these seven attractive windows was the scenic background. Each background was a painting of some interesting summer scene along the seashore.

The paintings were mounted behind white pillars, suggestive of a seaside hotel veranda. They were viewed through a fine netting, which gave them a wonderfully lifelike perspective. As will be noticed in the reproduction below, the lightweight, outing clothing, the straw hats and the traveling accessories used in the trim are very much in keeping with the painted background and very suggestive of a summer vacation trip to the seashore.

The windows were designed and executed by I. E. Wiskochil, the window decorator for the F. and R. Lazarus Co.



A SEASIDE SCENE—ONE OF SEVEN ORIGINAL BACKGROUND EFFECTS RECENTLY USED BY THE F. & R. LAZARUS COMPANY, COLUMBUS, O.

WINDOW DEMONSTRATION.

THE opportunities of the window dresser in our day are far more numerous than those of most employes in retail stores. It is within his power to promote the interests of his concern to a greater extent than many others. Think of how many articles in a men's wear store could be disposed of by demonstrating their value from the standpoint of the necessity of correct dress! The possibilities of selling larger quantities of goods through the medium of the modern window are greater than many realize.

The old-time window is a sort of sample case wherein is placed the merchandise handled within the store—it informs the passerby that this is a furnishing store or whatever else it may be. The modern window does that and more; it teaches the passerby how to dress properly and consequently sells him

CLEVER USE OF A FLORAL ARCH IN A FURNISHING GOODS TRIM, HARRISON BROS., WILLIAMSPORT, PA.

more merchandise throughout the year. When the collar houses started to manufacture one-quarter sizes in collars, they placed upon the shelves of every retailer in the land thousands of dozens more collars that he hitherto carried; they increased their sales by extending the idea of proper fitting collars. In dressing your windows, follow the modern ideas; instead of displaying a jumble of goods, make small displays of goods, and contrast the colorings properly. This will have the tendency to educate the public into wearing the proper color and style of neckwear with certain shirts, etc.

I have often noticed how some salesmen will sell a man, say three shirts and one scarf; that is decidedly wrong. The public should be educated to wear the proper scarf that belongs to the shirt. There is no better way of spreading this knowledge than by demonstration through the medium of the window. Make your shows educational, let the average man understand that he needs one kind of shirt for his Tuxedo, another for his full dress. Let him know through your window that with a Tuxedo suit he can only use certain accessories that do not go with his full dress, and vice versa. Likewise, inform him through your window that there is such a thing as beautiful contrasts in coloring in shirts and neckwear, that certain colors have certain harmonious relations, while other colors produce ugly effects. Through your window you can demonstrate that an outing shirt is not a dress shirt, and that the average man should wear the proper clothes at the proper time and place.

Think of the possibilities of increasing the amount of merchandise in your customer's wardrobe! Did you ever stop to think, that through just such means if all retailers in the land succeeded in selling just one more suit of clothes, or one more shirt to each one of their customers, they could

A WELL-BALANCED CLOTHING DISPLAY, HARRISON BROS., WILLIAMSPORT, PA.

A BLACK AND WHITE FURNISHING GOODS TRIM, HARRISON BROS., WILLIAMSPORT, PA. TRIMMED BY BENJAMIN MILLER. AN INTERESTING FEATURE OF THIS WINDOW IS THE SCALE FORMED BY RIBBONS.

keep the wheels of industry moving for a period long enough to eliminate the periods of idleness? Let us say that the average man buys four suits of business clothes per annum and stops there. Is it impossible to teach him that as a man who wishes to present a respectable appearance in his community he should have at least some kind of a dress suit in his wardrobe? The salesmen's efforts are greatly helped by demonstrations of proper wearing apparel in your displays. Make your display of men's wear one that is educational, and thereby promote the desire for correct dress and increase sales.

FRONT VIEW OF LEON CLOTHING COMPANY, SAN DIEGO, CALIFORNIA, SHOWING EXCELLENT DISPLAY WINDOW FOR SHOES.

AN INTERIOR VIEW OF THE POLITZ CLOTHES SHOP, PORTLAND, OREGON. THE BUSHELING DEPARTMENT IS LOCATED IN THE CURTAINED BALCONY.

A DISPLAY OF CLOTHING, HATS AND TRAVELING BAGS, HARRISON BROS., WILLIAMSPORT, PA.

A MODERN CLOTHING DEPARTMENT.

The New Division for Men Planned by the Daniels & Fisher Stores Company of Denver, Colorado.

IN the new entire-block building planned by the Daniels & Fisher Stores Company of Denver, the greatest and most interesting innovations will be those made in the men's clothing divisions.

The experience of retailers of men's clothing has decided the Daniels & Fisher firm to place this department on the ground floor, with a separate entrance, exclusive windows and all those conveniences which tend toward the comfort of customers and the making of sales.

The latest fixtures will be installed—fixtures which will show the goods as well as keep them in perfect condition. No merchandise will be carried on tables, as their experience has shown that such a method of keeping stock depreciates the goods and wastes the time of the sales force.

Several subdivisions will be annexed to the main department—a special division for overcoats; another for hats, and a third for boys' clothing. The divisions for men's furnishings, custom shirts, and so forth, will be but an aisle away, and departments in which men are likely to be interested, such as leather goods, will also be conveniently located.

Major William Cooke Daniels, president and proprietor of the Daniels & Fisher stores, proposes to show the world that a thoroughly equipped department store can be a thing of loveliness, a pride to the city which boasts of it, a triumph of the builder's art. The drawings have been made by Frederick Junius Sterner and George H. Williamson, formerly of Denver and now of New York. The sketches were prepared after suggestions from Major Daniels, who has studied mercantile buildings at home and abroad.

That the new building will be one of the most novel in the West is acknowledged by all those who have seen the plans. Yet, although unique in its architectural features, it will be one of the most practical of buildings as regards the main purpose of a department store—the display and sale of merchandise.

NEW BUILDING PLANNED BY THE DANIELS & FISHER STORES COMPANY, DENVER.

The floor space will cover approximately 273,000 square feet, or over 30,000 square yards.

One of the prominent architectural features will be a tower rising approximately three hundred and thirty feet, twenty-four feet higher than the American Tract Society building in New York, and within fifty feet of the elevation of the World building in Park Row.

This tower, whose height is equivalent to that of the average thirty-two-story building, will be so illuminated that for miles outside of Denver it can be seen—a beacon to guide the traveler straight to the heart of the Queen City of the Plains. There will be a clock 260 feet above the curb, the hands of which, outlined in lights, can be watched from almost any corner of the city.

The new store will have its main entrance under the tower. High-speed elevators will run to the observatory at the top of the tower, and it is probable that the space up there will be utilized for offices and rest-rooms. The old building will have a remodeled front in harmony with the architectural features of the new structure. The building will be five stories in height, but considering that the ceilings will be high, this means, with the elevated tile roof, a rise of almost 100 feet above the street. The first floor will be eighteen feet high, the second sixteen, and the upper floors about fourteen or fifteen feet. Its roof, of bright red tile, can be seen from a great distance. The structure will be of steel. Terra-cotta and tapestry brick will finish the exterior.

The windows are so designed that from a distance the first and second floors have the appearance of being all one, and high, arched frames will extend over them both. The third and fourth floors will be treated in a similar manner.

There will be no awnings to interfere with the artistic appearance of the front of the building. Probably a bronze shade of ornamental design will be utilized, the general belief being that for window display it produces an infinitely softer effect.

The interior plan will follow closely that now in use at the stores. The mahogany cases, with their elegantly rounded fronts, will harmonize with the elegance of the exterior, and a plan for concealed lights promises to add to the splendor of the effect. It is probable that reading rooms for employes, rest-rooms for the women, and perhaps a billiard room for the men, will be provided, and a most attractive restaurant will cover the entire upper floor.

The new clothing department of this store will continue under its present manager, Mr. S. B. Wheeler, and the long established policy of the company will remain in force.

The building will be occupied about January 1, 1911.

They feel there will be no need for the name-plate on the outside of the new Daniels & Fisher store. It will be its own advertisement, and in addition will be a show place, a distinctive feature of a beautiful city, a further monument by which Denver shall be known.

A PRIZE WINNING DECORATION.

THE store that won the second prize for artistic illumination at a recent convention is shown in the accompanying halftone reproduction. The store was that of Ben Beekman & Co., clothiers, of New Orleans, and the occasion of the display was the Shriners' convention, held in that city. The magnitude of the decorations may be gathered from the fact that 12,000 yards of ribbon and over 3,000 incandescent lights were used in the display. The prize of $200, which was won by this display, was turned over to the charitable institutions of the city by Messrs. Beekman.

Their store is one of the largest exclusive clothing houses in the South, the space devoted to the sale of children's clothing alone being over 10,000 square feet.

Mr. Forcheimer, under whose direction the above display was made, is advertising manager and head of the mail-order department.

BEN BEEKMAN & CO'S STORE, NEW ORLEANS.

THE WASHINGTON SHIRT CO.'S REMODELED STORE.

SOME interesting features in store equipment are found in the remodeled store of the Washington Shirt Company, Chicago. The nineteenth anniversary of this company and the reopening of their store at Washington and Dearborn were celebrated simultaneously on Saturday, May 14, in a fitting manner. The interiors of the three stores of this company were appropriately decorated with flowers and flags and the delivery wagons were tastily decorated with flags and bunting. At the stores handsome souvenirs were given to customers who availed themselves of the special offerings advertised for the occasion.

Some of the special features of this remodeled store are worthy of note, one of which is the sunlit basement of which this store boasts. By the use of the space directly under the sidewalk, which is inlaid with heavy glass, together with a wide direct stairway opening up into the store on the first floor, which has generous outside light, a basement salesroom is obtained that is fully as well lighted from the outside as the upper floor. In the basement are displayed the lines of underwear, gloves, white shirts and fancy waistcoats, while in the rear, where it is not so light, is the room for reserve stock.

A VIEW OF THE REMODELED INTERIOR OF THE WASHINGTON SHIRT COMPANY'S STORE AT WASHINGTON & DEARBORN STREETS, CHICAGO.

vated by getting the customer to look at other styles as they are taken down from the shelf and opened up in his presence."

For this reason more counters than showcases were installed in this new store, and it will be interesting to know the result of the working out of the idea, which with the Washington Shirt Company is new.

A hanging shelf directly above some of the counters utilizes space which ordinarily is wasted, furnishing additional stock room and an attractive sign space. Here appear two well-known phrases which have been identified with the Washington Shirt Company: "The People's Mint. We Coin You Dollars by Saving Them for You," and "Furnishers to His Majesty, the American Citizen." A new well-lighted showcase contains the jewelry display.

In this connection it might be said that the reserve stock carried here is the greater part of the stock, the minor portion being carried back of or on the counters and a little in the showcases.

Commenting upon the small number of showcases in the store equipment the Washington Shirt Company make the following statement: "Showcases are primarily for use to display goods, not to carry stock, because stock thus carried becomes soiled more quickly than when carried in drawers of cabinets. Then, it adds nothing to the selling advantages. Indeed, many believe that it detracts rather than adds, by the confusion it creates in the prospective purchaser's mind, from seeing too many styles. Just so much is on display as is calculated to create an interest which can be encouraged and culti-

CORNER WINDOW OF THE REMODELED STORE OF THE WASHINGTON SHIRT COMPANY, WASHINGTON & DEARBORN STREETS, CHICAGO.

FAIRCHILD'S, PARIS, SAYS:

DESPITE Father Weather's bad temper, the Parisian streets are beginning to fill with people attired in their new spring clothes. A bit cool they seem, too!

Morning coats, as previously reported, are much favored this season. There is no newer shape than the one-button or the two-button designs, the latter being adopted by people whose age or situation prevents them from being quite at the "dernier cri." Two examples—or, better, two drawings—were discovered: The one (Fig. 6), in the catalogue de luxe of the Galeries Lafayette; the other (Fig. 2), in a small booklet of the Printemps. Note the price—$17—for the suit, made to order!

The Development of the Tailoring Departments of the Big Stores in Paris.

Many illustrations cut from catalogues of the large stores are utilized in this article; therefore, a word or two on the development of those firms will not be inappropriate.

Some fifteen years ago one could not have a suit to measure in Paris without ordering it at a tailor's. It was all very well for people who could afford to go to a smart tailor. So it is now, too; but the middle class people, though sometimes quite up to the mark, cannot procure their clothes from a Dussantoy or a Frederick Poole. They secure ready-made suits at specially established stores, like la Belle Jardiniere's or Henri Esder's.

There was, as a matter of fact, a distinctive sign between a smart aristocrat and a bourgeois—the suit! 'Tis not the same now. Tailoring has greatly improved the last few years, owing to those firms referred to, who started tailoring to measure.

Now go to La Belle Jardiniere, le Louvre, le Printemps, le Bon Marche, and even the young Galeries Lafayette, and you can order a very smart costume, indeed, in the latest patterns and fabrics. If the suit when finished is not satisfactory, it will be replaced by another. They sell cheap, too; for $20 a first-rate lounge suit in English cheviot can be secured; for about $28 to $30 they will furnish a quite up-to-date evening dress, lined in good Lyons silk, rolls faced with ottoman.

The result is that, in the center of our fair city, you see only people well dressed, and in made-to-measure clothes, too. From a philosophical standpoint most of them are fools—devoting too much attention to what they wear, and paying too much in proportion to the size of their purse. Rome's decadence began in the same way. Will it be the same here? Some will say, yes. The writer agrees with your ex-president, Mr. Roosevelt, who does not think so, though some men, like women, go to extremes in order to satisfy their desire for fashionable array.

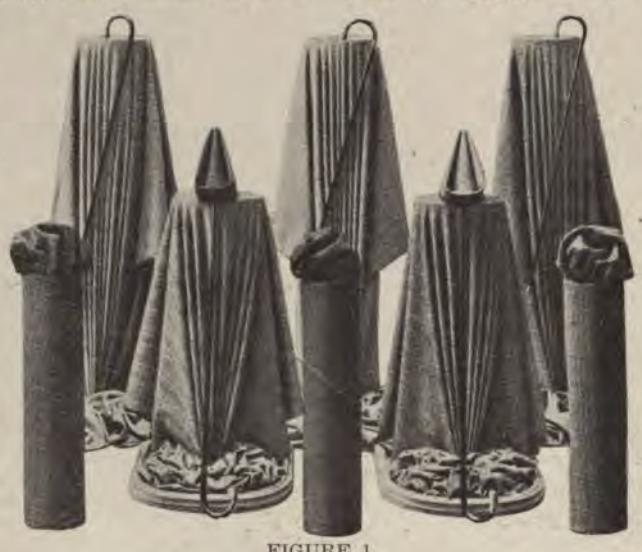


FIGURE 1.
A Parisan Display of Fabrics and Canes.

In a few words, the stores compete strongly with the tailors, for they are more accessible than the latter.

Another reason of their success is that they sell cheap, or no dearer than the tailor—and they advertise. They have posters in the streets, drawn by artists such as Prejelan, and they publish catalogues—which are marvels of good taste—in which the last fashions (principally eccentric ones) are advertised at low prices.

The illustrations in this article include some of the best sketches of Prejelan, extracted from the Galeries Lafayette catalogue. They present the foibles of the moment better than any fashion plate, because they are alive.

New Shapes in Lounges.

Two varieties of cut in sack coats are prevailing in Paris—the single-breasted and double-breasted shapes.

Many of the smart young men of the city wear the single-breasted lounge, buttoning with one button, in order to give plenty of width and length to the roll; these rolls are so cut and the button and buttonhole so placed (Fig. A) as to make the two fronts come forward and touch each other when the wearer stands still. They are rather thick (see Fig. 3).

The vests are worn single breasted when carried out in the same material as the suit—or, better, double breasted when in fancy stuffs.

Trousers.

Another interesting chapter, comparable to a ladies' hat chapter. Their shapes vary at "the infini." The following are the rules:

First—A gentleman of middle age, and either a rich man or one of prominence, wears straight trousers, though not narrow (plank trousers).

Second — Young men, boys (young bloods about town, or young men of moderate means), to their fancy, but ever so slightly wider at the bottom than at the knees (Fig. 3), or with turn-up bottom (Fig. 4). This fashion was in full swing at the beginning of last winter, and they took to it frantically again.

FIGURE 9.
Smoking Costume.

The Double-Breasted Lounge.

The only change noticeable in the double-breasted lounges (Fig. 4) is that the three-button variety in favor last winter is no longer worn. Two buttons are far better, affording a long length and width to the roll. Note, too, the extra thickness of collar and roll (Fig. B). The backs of these coats are absolutely sack—straight, broad shoulders, not padded. One vent behind is better than two on either side seam.

Figure 4 is the prototype of the "chic young man." He would look still better had the artist allowed him an extremely low collar, showing all his neck. He wears the regular shoes in the American shape (patent leather), with enormous laces and loops.

About the Fabrics.

These models can be carried out in gray and white zigzag patterned cheviots, blue serge or cheviot (with a gray or chamois vest), or very dark maroon (that is a check of black, dull white and maroon).

Overcoats.

These are exceedingly wide, falling straight on all sides, slightly crossed, long roll. They are to be cut in gray Oxford or Cambridge cheviots (diagonal effect or a small-square effect, very dark), and roll faced with silk. Fig. 8 of Les Galeries Lafayette shows a very nice one, together with the excellent shaping of the trousers. This one is the dressy overcoat.

FIGURE 2.

The traveling or sporting or eccentric overcoat, the hobby of the season, is the "Non Equal" ("Nulli Secundus"), having a strap behind, as illustrated in the last issue. These are the hobby of smart people. In walking along the Champs Elysees near the Rue Marbeuf recently, there was noticed a man who was rather small and well garbed, with high-topped chamois gloves, black with white line trousers, American (new shape, pointed) patent leather shoes (antelope tops)—and, above all, a strikingly handsome overcoat in the new shape, evidently bearing the hall-mark of a fine tailor. It was made of cheviot, very shaggy, of a color midway between a maroon and an olive green; raglan sleeves of enormous width—plenty of room—and the inevitable martingale, or strap, in the back. Really, that gentleman was conspicuous, but not unenviably so.

FIGURE 10.
Tennis Costume.

Frock Coats.

Fig. 5 shows a very smart frock coat. Notice the open front, long and wide rolls with no crease, and the three dome-shaped buttons on a diagonal line. Collar, tie, fancy vest—all are right. Such a coat must be cut in a gray Donegald cheviot or Shetland cheviot, like the trousers, unless they are chosen in a rather light, fancy stuff.

Evening Dress.

What an attractive evening dress model is the one presented in Fig. 7! The idea is good—pointed fronts, rounded peaks. However, there are two details the writer dislikes in it: First, the half facing in silk of the roll. London's West End tailors tried last season to start a fashion of this kind, but it proved a failure. The best-looking suits are those whose front lapels are entirely faced with silk. Second, the seam (called in French hamme) parallel to the waist-line, on which is set the first button, does not suit such a smart fellow as the wearer. (Fig. C shows the newest disposition of waist seams and gores). Some aristocrats or English nobles affect to wear such a dress as Fig. D, which gives an austere air.

FIGURE 3. FIGURE 4. FIGURE 5.

The V-shaped vest is well shown on Fig. 7. It is very smart over here to wear full dress with a nonchalant air, an attitude of "I don't care," to assume even an air of weariness at the obligation of donning evening attire. Those vests,

which are bright in color, smooth, ignominiously folded on the abdomen by a stupid pulling up at the strap, "chiffounes" —so well pictured in Fig. 7—perfectly match the present-day young "beaux" spirit. And from these feminine airs of nonchalance, and the "I don't care" dress of a soldier, from kerchiefs lightly thrown across the V-opening of the vest, lace jabots and lace cuffs seem not far distant.

Speaking on that subject, it is apropos to mention that in the window of La Grande Maison de Blanc may be seen men's nightshirts whose fronts have a side frill!

The cane to carry now at the opera or theater, when in evening dress, is a small one, with a gold head. A plain design is the best.

Summer is now not far from us. It is time to think of seaside apparel. Though it is a bit early, models have already been designed.

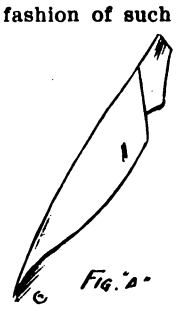
Watering places become more and more formal. One cannot go even to a "petit trou pas cher" ("small economical hole;" that is, inexpensive place) without a dinner jacket, and often evening dress is necessary.

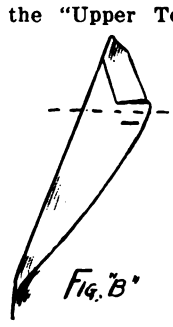
FIGURE 6.

FIGURE 7.

FIGURE 8.

Now, aside from the ordinary town apparel (lounge, morning coat, evening dress) required at the seaside, practical attire is needed. Of course, a lounge made of light flannel. The fashion of such a dress at the moment (one never knows what may happen—in fashions—a week later) may be double or single breasted, with outside pockets. Fig. 10, taken from a booklet of the tailoring department in the Printemps, gives an idea of the shape. Fig. E is more complete, there being two breast pockets, cut in the same way, with a top button.





This is an idea which comes from England, and which will be carried out for smart people, according to the statement made by a cutter. Of course, the figures afford only a suggestion, the models being neither completed nor shown.

A very desirable and "nobby" combination, is the blue serge double-breasted navy-like three-button lounge, with the new pockets, and white flannel straight trousers, turned up. The materials ("tennis," they are called here) have a stripe effect—dark gray background with white line, or black and white. (This material is much favored by ladies.) Of course, all combinations of lines on a white background are procurable. But the nicer fabrics are those which, though soft flannel wools, imitate the patterns now in vogue for town wear—zigzags, squares, squares and lines of mercerized cotton, checks, etc. The same applies to the alpacas.

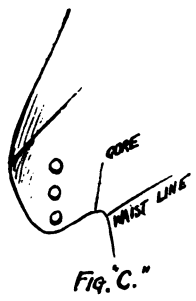
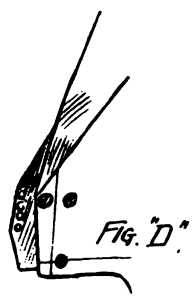


FIG. "C."



The Effect of the Death of King Edward.

For the past few weeks the principal topic of conversation in Paris has been the passing of King Edward of England.

A large demand has been noticed for black hat bands and crepe bands for the sleeves. Leaders of fashion are wearing black suits, and nearly everyone wears black ties.

There are but few exterior signs of mourning here in the French capital. On some of the buildings, particularly on English houses, flags are suspended, draped in crepe.

A fabric pattern of small checks, which has been called the "Prince of Wales," after the old title of the late king, has been in popular favor for some time here in Paris. It is thought by some that the king's death may have the effect of increasing the popularity of certain of the last styles which he wore. Of course, some people may resent this idea, but it is argued that here in France many people may wear some of the styles made famous by the king, as a mark of sentiment and tribute to the late monarch.

London.—London Tailors Deplore a Tendency on the Part of Men to Dress Carelessly and Attribute It to Motoring.—A London report says that tailors to the "Upper Ten" are not regarding the prospects for the present season with any great amount of enthusiasm. Indeed, for some time past, it says, business with them has been falling off, and the reason is, according to a fashionable Jermyn street tailor, "the growing craze for motoring." It seems that since society has given itself over to automobiling it has been growing more and more reckless of appearances. The man who makes dress a hobby is fast becoming extinct. This, in a measure, accounts for the marking time of style, which has changed but very little in the last year or two. "No man wants to ride about in a car with a silk hat and frock coat on. No, they buy the jacket suit, which is the worst paying affair of all we make. Then again, it has seriously affected the silk trade, for, while the frock coat has to be lined with silk, Italian cloth takes its place in the present-day suit. Another phase is the loss of the livery for the coachmen and footmen. In the old days before the advent of the automobile smart liveries were the order of the day; now a man rushes his chauffeur in here and wants a motor suit for him cheaper than we can make it ourselves." Not only does motoring offer an excuse for careless dressing, as argued in the above, but it also affords an opportunity to curtail clothing expenses.

FAIRCHILD'S, LONDON, SAYS:

The Effect of the King's Death on the Men's Wear Business in England—An Article from Our London Office Under Date of May 9.

LONDON! A city of blackness! It is almost impossible to realize that in so short a time such a change has taken place. Only three days ago and our streets were a blaze of color. In anticipation of one of the gayest seasons that London has known for many years, the rage for color had extended to almost every article of our clothing. Such bright hues were to be seen in men's attire as but a year or two ago were undreamed of. This passion for brightness has received a rude check. To-day every man we meet bears some outward sign of the grief we all feel. Many are to be seen in the deepest of mourning. From the nobleman to the lowest of us all, each one shows his respect for the memory of the king who has left us. The windows of our stores are one long sequence of the same somber tone, relieved here and there by a touch of gray or perhaps a bright spot of purple which only throws the sable display into bolder relief. We are on every side reminded of our loss. London seems another city.

The effect of the death of the king on the business in men's wear can hardly yet be realized. The immediate result has been an enormous demand for black. Everywhere we hear of stores being completely sold out of black ties before noon on Saturday, the day that the intimation was received. Writing on Saturday morning, it seemed that the demand would be easily supplied; but to-day, when the orders of the country houses are being dealt with, brings another tale. The fortunate few who happened to be on the spot on Saturday managed to obtain good supplies. Others who sent orders by wire were less fortunate. Owing to the enormous amount of telegraphic work to be got through, many orders were not received till late in the afternoon. This morning the wholesale houses were besieged by crowds of country outfitters, many of whom were waiting for the doors to be opened. It was one wild scramble. Black ties were wanted, any style, any price, there was no time for picking or choosing. They were wanted, and at once. Men were to be seen hurrying back to the various railway stations with their precious stocks under their arms. One man said he had visited 15 houses and had succeeded in securing 4½ dozen ties in all! At that time there was not one to be bought wholesale at any figure.

Everyone realized that there was business to be done for a day or two, and all seemed determined to let no chance slip. It has meant and will mean for a day or two longer big business; then—well, we must wait hopefully.

Some of the manufacturers express great concern at the stock of fancy goods lying in their warehouses. They had made a bold bid for business this season, introducing goods of the most delicate tints. That they will be left with a great portion of these stocks is a certainty. Men who have the slightest connection with court, military men, in fact, the whole of the class to whom the West End houses look for their business, will avoid any suspicion of color for some months to come. All of the great society functions will be considerably modified, in some cases abandoned. Ascot and Goodwood, hitherto distinguished by the presence of royalty, will become as ordinary race meetings; the Cowes meeting of the Royal Squadron, merely a series of interesting yacht races. With practically no entertaining done at the big London houses, many people will retire to their country homes or perhaps go abroad. All this means a bad prospect for the trade in general. Its effect is already being noticed. A representative of one of the leading tailors stated he had received several notices to cancel orders for light clothes already placed and to await further instructions from his customers.

During the next few weeks we shall no doubt find the furnishing houses placing small orders for hosiery in black and dark shades, also gray and black and white mixtures for ties. After the first week or two of mourning there will be some demand for these, but the opinion of everyone connected with the trade is of a most pessimistic nature regarding the outlook for the large stocks of merchandise containing more or less color.

As showing the thorough manner in which official London has prepared and urged the country to mourn the king's death, the following full text of the official mourning announcements is printed. The general mourning pronouncement is as follows:

General Mourning.

"College of Arms,

"10th May, 1910.

"The earl marshal's order for a general mourning for his late Most Gracious Majesty King Edward the Seventh:

"In pursuance of an order of His Majesty in Council, dated

the 10th day of May, 1910, these are to give public notice that it is expected that all persons upon the present occasion of the death of his late Majesty of Blessed and Glorious Memory do put themselves into decent mourning, to begin on Thursday, the 12th day of this instant May.

"NORFOLK, Earl Marshal."

On the occasion of Queen Victoria's death, on January 22, 1901, the earl marshal's order for general mourning was issued on January 28. Deep mourning was expected to be worn until March 6, and half-mourning from that date until April 17.

Court Mourning.

The regulations to be observed in regard to court mourning were published in a "Second Supplement to the London Gazette Extraordinary,' issued on Saturday morning. They are as follows:

"Lord Chamberlain's Office,

"St. James's Palace, S. W.,

SILK, AND SILK AND WOOL HOSE IN PLAIN ART SHADES. WHITE STRIPE AND DESIGNS IN LISLE. CASSIMERE HOSE HAVE PLAIN AND STRIPED DESIGN CLOCKS IN CONTRASTING COLORS.

"7th May, 1910.

"Orders for the Court to go into mourning for his late Most Gracious Majesty King Edward VII., of Blessed Memory, viz.:

"The ladies to wear black dresses, trimmed with crepe, and black shoes and gloves, black fans, feathers and ornaments.

"The gentlemen to wear crepe band on the left arm in uniform or Court dress.

"The mourning to commence from the date of this order.

"The Court to change the mourning on Monday, the 7th November, next, viz.:

MEN'S WEAR.

LATEST COSTUME FOR THE AVIATOR.

Graham White, One of the Contestants in the Flight from London to Manchester.

"The ladies to wear black dresses with colored ribbons, flowers, feathers and ornaments, or gray or white dresses with black ribbons, flowers, feathers and ornaments.

"The gentlemen to continue the same mourning.

"And on Sunday, the 7th May, 1911, the court to go out of mourning."

Orders to the Army.

The following special army order has been issued by command of the Army Council:

"Orders for mourning:

"His Majesty the King commands that officers of the army shall wear mourning with their uniforms on the present melancholy occasion of the death of his late Majesty King Edward VII., until the 6th November, 1910—

"Officers are to wear crepe on the left arm of the uniform and of the greatcoat.

"The drums are to be covered with black, and black crepe is to be hung from the top of the color staff of infantry, and from the standard staff and trumpets of cavalry until after the funeral of his late majesty."

SOME POPULAR PATTERNS IN ENGLISH HALF-HOSE.

TWO NOVELTIES IN STRIPED WAISTCOATS SHOWN BY GERRISH, AMES & SIMPKINS, LTD., LONDON.

Foreign Court Mourning.

Telegrams from abroad give the following periods for which various courts will go into mourning:

Norway, three months; Russia, three months; Sweden, three weeks; Japan, three weeks; Belgium, three weeks; Italy, fifteen days; Spain, fourteen days; Denmark, twelve days.

A cable dispatch to America from London says: "The craze for mourning has, indeed, gone to such an extent that it means pecuniary loss to many people. Its adoption has been more universal than when Queen Victoria died.

"George Bernard Shaw, the dramatist, protests against this. He says: "Take the case of a man with a profession or business from which he has a few hundred pounds a year, with three daughters at the nearest high school. The school is compelled to go in mourning. The dresses provided for the season have to be discarded and new black dresses bought.

TWO COLLAR STYLES POPULAR IN LONDON.

"The remedy is to drop the vague expression 'decent mourning' and to define the wearing of a violet ribbon as appropriate mourning for royalty. This would be correct, inexpensive and pretty. Why our schools should be deliberately made hideous with black because an honorable public career has come to its natural close in all peace and fulfillment and with a cheerful memory is not apparent to any healthy minded person.'

"Mr. Shaw's suggestion has been followed by many men, so that, instead of wearing a black band, a purple inset in the sleeve is regarded as the proper thing."

LONDON SPRING STYLES.

Some of the Models and Styles Popular with the London Trade.

IN town the aviator is the man of the moment. The recent Paulhan-White contest has aroused the sporting community, and there seems to be a general desire to know the practical clothing equipment for aviation.

A striking illustration of this was evident the other day in one of our most famous sporting goods houses, where was shown an outfit designed by London's leading men. The coat was made of a very heavy canton drill waterproofed goods, without the introduction of rubber, and lined throughout with a thick natural wool. The length was about 34 inches, and it was shaped at the waist to give necessary warmth across the loins, and had deep scyes for perfect freedom. The collar was of the Prussian style, about 5 inches in depth. Four expanding patch pockets to button, and belt sewn around the waist to buckle in front. The wristband cuff had two buttons. The breeches were semi-fitting, lined with camel fleece and continued in one piece to the ankle. They were laced from the knees to the bottoms. Under these garments a heavy sweater is worn over heavy woolen underwear. The headgear consists of skull cap, of material similar to that of the suit, with ear flaps to button under chin. This complete outfit was for sale for about £6.

Now for a few details of fashion in evidence for the month of May.

We realize that the leaders in the art of wear are greatly favoring the lounge suit. Pretty shades of gray, generally the tweed texture, have found their market, and there was also a slight tendency for browns before the death of King Edward plunged the country into mourning.

One of London's latest models is a Minister's style, as illustrated—single-breasted jacket, with the long soft roll to button on, and rounded right away from the button to side of skirt, which inclines to emphasize the height of the figure. Plain cuff with three buttons; flaps of pockets are cut on a larger scale than usual; back shaped well into waist. The waistcoat is cut fairly low to show one button above the collar of coat and one below, and fairly long V points. Trousers have a tendency to be wider in leg, well tapered down to smaller proportions at the foot, extinguishing the permanent turn-up, which has so long held sway. A narrow raised seam at side gives a finished effect. So far this style is exclusive to the well-bred man.

A ONE-BUTTON SACK SUIT.

Copyrighted by Minister & Co., Ltd., London.

Summer now in view, and the chauffeurs' uniform is being thought of. What really looks smart is the white sailcloth and linen crash dust coats, cut double-breasted in style, detachable gilt uniform button, with the collar and cuffs of various colors in Harris linen. The smart set endeavor to match the collar and cuffs with the color of the automobile. The peak cap also covered to match. This combination harmonizes and gives a most becoming effect.

A few words on the light wear goods: Until the death of the king Shantung silk was largely displayed by the West End hosiers, made up chiefly in artistic scarfs and handkerchiefs, with weird printed designs, which imparted an oriental flavor. These are now replaced by articles of mourning hue. Pajamas and dressing gowns are shown in the same grade of goods.

A few types of halfhose will give some idea of what, until the king's death, promised to be in demand, the more fanciful designs being mostly lisle thread and spun silk. Self stripes and figures were particularly in favor. These have now, of course, given place entirely to black hose of silk, silk and wool, or thread.

LONDON SHOP WINDOWS.

THE best furnishing houses here are not given to extensive window displays. In fact, those with the most exclusive goods make very little show to the public in general. Take, for instance, Messrs. Duclos of Conduit street (who hold several royal appointments); only about a third of an already small window is devoted to the actual display of goods. About a dozen handkerchiefs comprise the whole of their exhibit. The windows illustrated here (those of Messrs. Harborow, New Bond street) are rather an exception to this rule. This is one of the few select firms who, while keeping right up to date as to the prevailing mode, manage to introduce original ideas and a personal touch which are not to be found in the goods shown in the average store, where only the decree of the manufacturer and his enterprising salesmen is accepted as to what is and will be the correct thing for each season.

In the window to the left of the entrance are shown a dressing gown and two smoking jackets. The jackets are made of a handsome brocade of fine quality, lined with a soft silken fabric. They are the very last word in luxurious

BY SPECIAL APPOINTMENT
TO THE KING
BY APPOINTMENT To the King
HARBOROW
BY APPOINTMENT To the Queen
Nos 6 & 7 NEW BOND STREET

FRONT OF A WELL-KNOWN ENGLISH SHOP, HARBOROW'S, LONDON.

ADOPTION OF AMERICAN IDEAS ABROAD.

T

MEN'S WEAR MARKETS

From the raw material to the finished garment.

THE SITUATION IN MEN'S CLOTHING.

THERE is no complaint from the manufacturers of clothing in reference to the business that is being placed for fall delivery, all agreeing that it betokens optimism among retailers, but it is also worthy of note that there is a lack of enthusiasm over the orders for immediate delivery. During the past fortnight there has been a noticeable improvement in this respect, but even so it is very light compared with the usual demand at this time. Manufacturers prepared liberally and dealers bought liberally for spring—that is, they bought for the usual demand and a reasonable increase, shipments went out with a fair degree of promptness and all looked forward toward the close of a season which would see all stocks low and the balance on the right side of the ledger large. Manufacturers and dealers are still optimistic; they have not lost hope of accomplishing this, but the circumstances which favored them earlier in the season suddenly disappeared, and if it is to be accomplished conditions must change quite suddenly.

As it now is, the manufacturer has rather large stocks on hand which he would like to see reduced, and in some cases he is offering special inducements to reduce them. The retailer, too, has larger stocks than he hoped to have at this time, and is not as ready to listen to any special offers which a little later, if the anticipated change takes place, he may be glad to consider. Complaint is heard, arising from the fact that the timid retailer who finds himself with a larger stock than he had at this time last year, fearing that the spring business will not revive, has returned goods, which have added to the quantity in the hands of the manufacturer. It is intimated that there may yet be a shortage, especially in lightweights and worsteds. The retail situation in most sections is that, up to the first of April, business was highly satisfactory, resulting in some early reorders, but since that time it has fallen off to an extent that offsets the early gains. It is a well-known fact that the conditions that prevail in retail circles reflect quickly to the wholesale, and it is always possible to gauge things accordingly. The consensus of opinion in both wholesale and retail circles seems to be that the close of May and the first half of June will produce a highly satisfactory business for both. It is recognized that only a fraction of the spring business is placed, and that the balance will be given during this period. The only possible detriment to it would be the loss of courage on the part of either which would lead to promiscuous cutting. While it may seem disheartening to see stocks considerably in excess of the usual quantity, no season can be recalled except during years of financial panic when they were not reduced during the active part of the season to at least twenty-five per cent less than they are reported now. In view of the general prosperity that exists now, aside from a slight undercurrent feeling of unrest that conservative people believe to be unwarranted, there is no reason to lose courage or to become pessimistic over a staple commodity such as clothes.

During the past fortnight there has been some movement on the part of outing trousers. That they occupy an important position in the men's wear trade is indicated by the fact that they are a part of all stocks of clothing and of many men's furnishing stocks.

Slip-on coats are probably the innovation that is most commented upon this season in the advertisements, and as a result acquiring a degree of business that is needed to help bring sales up to the required amount. Trouser business seems to have received an impetus, probably by the high cost of living creating the necessity of buying single garments instead of full suits. More activity in fancy waistcoats is reported.

The situation among sellers of woolens and worsteds is that the dull period usual at this time is more productive of business than usual. The past week has shown evidence of greater interest on the part of buyers.

Some spring lines have been opened, but they are receiving little attention on the part of buyers, who can hardly be induced to look at lines now for delivery in August and September, especially in view of the aforementioned fact that they have more lightweight stock now than they know what to do with, and in the face of a possibility that some radical and late change in the style or the pattern may take place, which the experience of the past few seasons gives ample reason to expect. Furthermore, while the condition of raw materials does not warrant, it is generally accepted that a reduction in worsteds of from five to ten per cent will just about meet the conditions, and that the mills will be forced to make a reduction to about that extent. The question of weights is still one of vital importance, it being claimed that some fall goods are coming in to the manufacturer that are under-weight, and these in most cases are being rejected.

In some markets there seems to prevail the opinion that the demand for woolen goods and the lack of demand for worsteds has been overestimated. It is said that in some sections of the country the worsteds are meeting with quite a satisfactory sale. It is known that browns have met with a good reception, having served the purpose that it was hoped they would, that of supplying a much-needed variety.

MEN'S WEAR MARKETS

From the raw material to the finished garment.

HOSIERY MARKET IN PECULIAR STATE.

THE hosiery market at the present time is in a somewhat peculiar state, such that if no change is effected before the fall trade begins there will likely be a serious delay, caused by the inability of manufacturers to deliver goods on time. This condition of affairs has been brought about by the refusal of jobbers and retailers to place their orders early in the season and thereby prevent any possible hold-up that manufacturers may occasion by an overflow of hurry-up orders. It has been estimated that only about 50 per cent of the usual amount of goods has been bought for fall, or, in other words, manufacturers now have on hand only half as many orders as they ordinarily have at this time of year. Retailers and jobbers are holding off in anticipation of a change of some character, incidentally for the better, and to this date have placed orders for but half the ordinary quantity of goods, with the intention of making purchases of the remainder at the last possible moment, which will practically mean that the manufacturers will be flooded with orders just before the fall season begins and therefore find themselves unable to supply the immediate demands.

The manufacturer, it is believed, is in such a mood now that he will take no chances on made-up stocks, but rather will wait until orders are actually received before turning out the goods. This condition obtains particularly in the East, and unless the jobbing and retail trade feels inclined to place more business within the near future instead of waiting until just prior to the opening of the fall season, the eastern mills will be so rushed that the delay in delivering necessary goods may be more serious than it appears. Some of the large buyers are already making purchases for the summer of 1911 whenever an opportunity presents itself, only, however, of merchandise on which an unexpected change in prices would have but trifling effect.

The condition of the underwear market has been similar to that which may be expected in the hosiery market if there is not a turn in the tide. Lightweight underwear has been scarce and mills have been busy on goods for immediate delivery, due partially to the delay of jobbers in placing their orders as early as usual, holding off in the hope of a possible reduction in price, with the direct result that deliveries could not be made as early as desired. Improvement, however, has been shown in this respect, and no difficulty is being experienced along this line now. More plain white and less colored material is being demanded, the trend seemingly leaning toward anything except fancy goods. The coat shirt and knee drawers keep up their favoritism, and the nainsook sorts are taking well for hot weather wear. Prices of yarns for the underwear trade have been almost gambling propositions for some time and a further advance in certain grades would not meet with surprise.

Wholesalers and importers have made preparations for their semi-annual inventory, and manufacturers are practically through for the summer. The somewhat backward season has left some clean lots of seasonable goods on hand.

ACCESSORIES REMAIN UNCHANGED.

THE accessory market has just about held its own and no change in either direction has been heard of in the trade. The webbing people are showing their lines at a cent a yard advance on cheaper grades and three-quarters of a cent on better grades over the old prices quoted to suspender and garter manufacturers last season, but other than this no important changes are reported. None of the factories in this line are working full time and their busy season will not begin before July, when orders for Christmas goods are received, after which time they will be rushed for two or three months to get out goods for October deliveries. Next fall will see fewer all-elastic suspenders than past seasons and many lines now include only those styles with rubber in the back ends alone.

Belts are selling extremely well, and, as was reported several weeks ago, black, tan and gray are popular. Bright buckles are in better demand than the leather-covered ones. The time has come when suspenders are discarded by many for the summer and belts are being worn.. At the handkerchief counters the call has turned toward the solid color article to such an extent that in several of the big stores these are practically the only kinds that are being shown. Very dark shades and subdued tones prevail, the bright and flashy ones being almost eliminated from the displays. And, too, there are but few fancy designs being offered, the plain patterns having undisputed lead.

Gloves of the lightest weight only are selling now, and gray seems to be a leading color with well-dressed men, except for matching brown clothes, when tan or chamois are worn.

In men's jewelry the season's fad is a collar pin for use with soft collars, which are expected to be worn extensively for outing. These are to be had in gold or pearl, the latter being in the lead, prices from four to fifteen dollars a dozen. The outing watch guard is selling well at all the furnishing stores.

MEN'S WEAR MARKETS

From the raw material to the finished garment.

STRAW HAT SEASON STARTS SLOWLY.

THE straw hat season has been set back a pace by the unfavorable weather conditions that have prevailed the country over, making headwear of this character extremely inappropriate before the middle of this month, by which time, ordinarily, a fair business is being done in the retail stores. Initial displays were made about the same date this spring as heretofore, but the demand did not start with the usual vim that has characterized former openings, and the direct cause may be attributed chiefly to the absence of settled warm weather, which is necessary to inspire life into early trading.

Mackinaws with the pencil curl brims and rough sennits are the leading styles in the East, while split braids are the best selling patterns in the West and South. A greater number of furnishing shops, both large and small, are carrying a line of straw hats now than in seasons past. A variety of shapes and designs is found in the Panama market. The general outlook promises a fairly good season.

There is yet a degree of peculiarity in the stiff hat market—according to the reports of the biggest manufacturers—which can hardly be accounted for. A suggestion of timidity is intimated in much business that has been transacted within the past few weeks, and orders received thus far do not equal those of last year. It would seem certain that under these circumstances fall trade will be somewhat behind unless the existing conditions show an early change for the better, and at present there are no indications that would substantiate the expectation for any such turn in the immediate future. None of the stiff hat factories is being operated to full capacity, several working on reduced schedules or with a decreased force.

On the other hand, however, prospects are brighter for soft hats than they have been for many months, and an enormous demand for fall has been foretold by orders already booked by manufacturers. Mixed colors will be popular in certain parts of the country, principally West, and many fancy shades are included in the lines for the coming fall season. The American trade does not appear to be taking strongly to the Velour hats, for one reason because it is the predominating style among the lower classes of foreign countries, after which the real American does not wish to pattern. Retailers still have occasional calls for soft hats and are sending in some few small duplicate orders for immediate delivery. Fortunately, if reports be true, soft hats will most likely make up the deficiency that will in all probability be experienced in the stiff hat trade for the fall of this year.

SHIRT BUSINESS QUIET.

MANUFACTURERS of shirts have been suffering from a dearth of orders for the past fortnight that many say has not been exceeded at any time in several seasons. Several theories are advanced, all of which are plausible, but that which seems to be expressed by the majority in the various markets is that the weather is entirely responsible for the present dullness. Supplementing this is the explanation that the March business in this line was greater than has been experienced in many seasons.

If the total business for the early part of the year is compared with the same period of last year it is said by some that it would show up more favorably, although it is admitted that the increase has not been as great as that for which manufacturers prepared.

Custom shirt makers express the opinion that their business is increasing to a degree that leads them to believe it is cutting into the business of the manufacturer. This latter opinion is not taken seriously by many manufacturers, some of whom also do a custom shirt business and are in a position to know. April and May are usually months that produce a large volume of mail orders and many buyers visiting the market buy shirts to fill in their stocks. It is this business that has fallen off about 50 per cent.

Imported spring, 1911, shirting lines, which have been open for some time, a fact previously dwelt upon in these columns, are being shown in the western markets this week, and much interest is manifested on the part of buyers. Stripes prevail in these lines, with a noticeable tendency toward narrowness. White and tinted backgrounds are in the lead and quiet, dignified patterns prevail. Aside from these general facts there are no details of the patterns which stand out prominently. As evidence of the optimism that prevails it may be said that the dullness in the business of the past few weeks is not having a depressing effect upon the purchases for spring, 1911, it being the opinion that it is a temporary condition only. The materials that are forming the greater part of the purchases for the approaching season are madras, cheviot, zephyr cloth, silk and linen.

Negligee shirts with detachable collars and double French soft cuffs are being called for extensively. Flannel shirts are being sold in large numbers because of their adaptability to golf, tennis and outdoor sports, where the coat is discarded.

In the collar trade there is nothing notable, this being in a measure subject to about the same conditions as the shirt business.

MEN'S WEAR MARKETS

From the raw material to the finished garment.

NECKWEAR STYLES LIMITED.

THE greatest hindrance to the neckwear business is the inclination on the part of the consumer toward sameness and lack of individuality. To illustrate, take a thoroughfare or a crowd and observe the styles worn, nearly all narrow styles of four-in-hands. It will readily be seen that this fact—whatever the cause—limits the best selling variety to a small range. Therefore, neckwear houses have added other lines to make up the loss in revenue due to the narrowness of the exclusive neckwear business.

It is said there are other good forms of ties—the ascot, for instance, the batwing and various styles of four-in-hands—which would doubtless become more popular if they could be worn with the close-front collar. To this collar is attributed the present condition of the business. This fact is mentioned in the report of market conditions, because of the tremendous influence which it has had and is having upon the volume of the neckwear business, both with the wholesaler and the retailer, which has not increased in the proportion that might be expected.

Salesmen traveling out of the western markets have just returned from their intermediate trips and are preparing their lines for their fall trip, upon which most of them will start in a couple of weeks. Unusual inquiry concerning fall lines is reported, and some of the eastern houses have already sent their men out with fall lines.

Prospects seem good for the introduction of some new shapes for fall in the cut-silk lines, this being first manifest in the demand for more liberal proportions. The result is a scarf with wide, flowing ends, but narrow at the point of tying, graduating quickly from that point. There will be other shapes in both the open-end and straight variety. The disposition of the makers of cut-silk neckwear is to get away from the narrow shapes in order to minimize competition with the tubular woven and to divert the demand toward newer forms.

Knit silk scarfs are apparently in high favor with buyers and consumers, and it is reported that the entire prospective output up to December is engaged.

The artificial silk knit ties, to retail at 50 cents, whose sale has been reported as declining, seem now to have regained favor, these having been brought out in some new effects which so closely resemble the higher priced goods that they are certain to meet with a good demand.

Something more definite about the early demand for fall will be obtainable for the next report.

UNUSUAL INACTIVITY IN BOYS' CLOTHING.

THERE is one aspect of the boys' clothing industry from the manufacturers' viewpoint which is commented upon considerably because of its possible effect upon the total business for the season. It is the fact that the volume of mail orders and reorders which is depended upon to maintain the movement of merchandise at this time is noticeably lacking. It is supposed that stocks just now are ordinarily running low, and that it is necessary for the dealer to fill in sizes and to reorder some entire lots. This season there has been practicaly no business of this nature, and the result is that manufacturers are left with larger stocks than they expected to have. In fact, it is quite in order at this time of the season to "cut in" some lots to supply this extra demand, but so far there have been no new lots "cut in," and from present indications it will not be necessary.

It is said of this line of business, that whatever is lost cannot be regained during the season. The application of this to present conditions is that because the volume of mail-order business which is expected at this time is lost, it will not be regained. This condition is attributable to the weather entirely, and the only thing that might tend to overcome it in a measure would be a dispensation of Providence in the form of some continued warm weather.

What is said about lost business not to be regained is only partly true, however, because, if history repeats itself, the close of the season will find stocks lower, or, at least, as low as they would have been under conditions more favorable than are those at the present time. Then it will be up to the merchant not only to procure additional stock for immediate use, but he will calculate that his requirements for the next season will amount to about as much as he has originally estimated, and order accordingly, but later. The disadvantage of this is that it upsets the manufacturer's calculations, and he can only guess what the demand will probably be.

The salesmen, however, report good sales from the road, which, with the house trade—which is expected to be greater because of the conditions above mentioned—will bring the total up to a point that will show a fair increase.

Some price reductions have been reported in order to move stocks, both wholesale and retail, but these have not been frequent. The trade is handicapped to a slight degree by the adherence to certain fixed prices, the wholesaler claiming that it is with difficulty he can meet these prices in view of the discrimination of the trade. A report from an eastern market is that several manufacturers, in order to gain immediate relief, were forced to turn their stocks over to auction.

How The Ads Look to Me

Daily Advertising

By "The Man on the Firing Line"

VOLUME OF BUSINESS LARGE—GROWING EVERYWHERE—EVERY DAY PRICE ACCORDING TO ITS VALUE

DAILY ADVERTISING.

Kindly note that we invite ads for criticism. If personal reply is expected, please inclose stamped addressed envelope. Otherwise the comment will be made through the columns of this department. Address

"THE MAN ON THE FIRING LINE,"
Care Fairchild Company, 42 East 21st St., New York.

FOLLOWING UP NATIONAL ADVERTISING.

THE advertising manufacturers are increasing in numbers, and the retailer selling their products who does not benefit by the vast sums invested in periodical publicity—especially the weeklies—is losing money. For example, the tremendous circulation of the Saturday Evening Post furnishes a factor quite within the grasp of every merchant in a city of daily newspaper size—or, for that matter, even a weekly newspaper will be of service, as most of them appear on Thursday. A very conspicuous instance of follow-up is shown by the reproduced announcements A, B, C and D of Blach's, Birmingham, Ala., who rather pride themselves on the timeliness of their advertising.

That ad, HOOT, MON!! appeared simultaneously with one of the Stein-Bloch Company in the Saturday Evening Post, wherein a Scotch concern selling "Stein-Blochs" highly praised the American product. Birmingham is a city of 140,000 (so, they claim; the 1910 census will show), and each week there are perhaps three thousand Saturday Evening Posts sold by carriers and dealers, to say nothing of the mail circulation. The Posts are sold on Thursdays, and Blach's make it a point to have their follow-up ads in the afternoon papers of that day, thus furnishing as perfect a connecting link between local and national advertising as I can possibly conceive. Oh, yes, there was a slightly closer connection Blach's made one week, when by some means they managed to have a neat sticker on the Holeproof hosiery page in all Birmingham Saturday Evening Posts announcing that Blach's are the local agents. For some unknown reason, the Curtis Publishing Company did not take kindly to this, so the daily newspaper must now suffice. I think, while used generally it would not have helped the appearance of the Post to have it covered with stickers, the idea certainly made that page as valuable to the Holeproof people in that city as it could possibly be.

It seems to me that manufacturers who are conducting extensive national advertising campaigns would put forth every energy toward bridging the distance between their work and that of the retailers, even to financial encouragement for local ads where the conditions warrant. Doubtless many do this now, but the opportunities are limitless, and as yet are almost untouched. There are many very live dealers who would do a great deal along these lines themselves, but some advertising manufacturers do not even notify the retailers in advance of the appearance of their weekly ads. When one considers that distribution is such an important item in the success of an advertising campaign, it is remarkable indeed that more attention has not been paid to this detail.

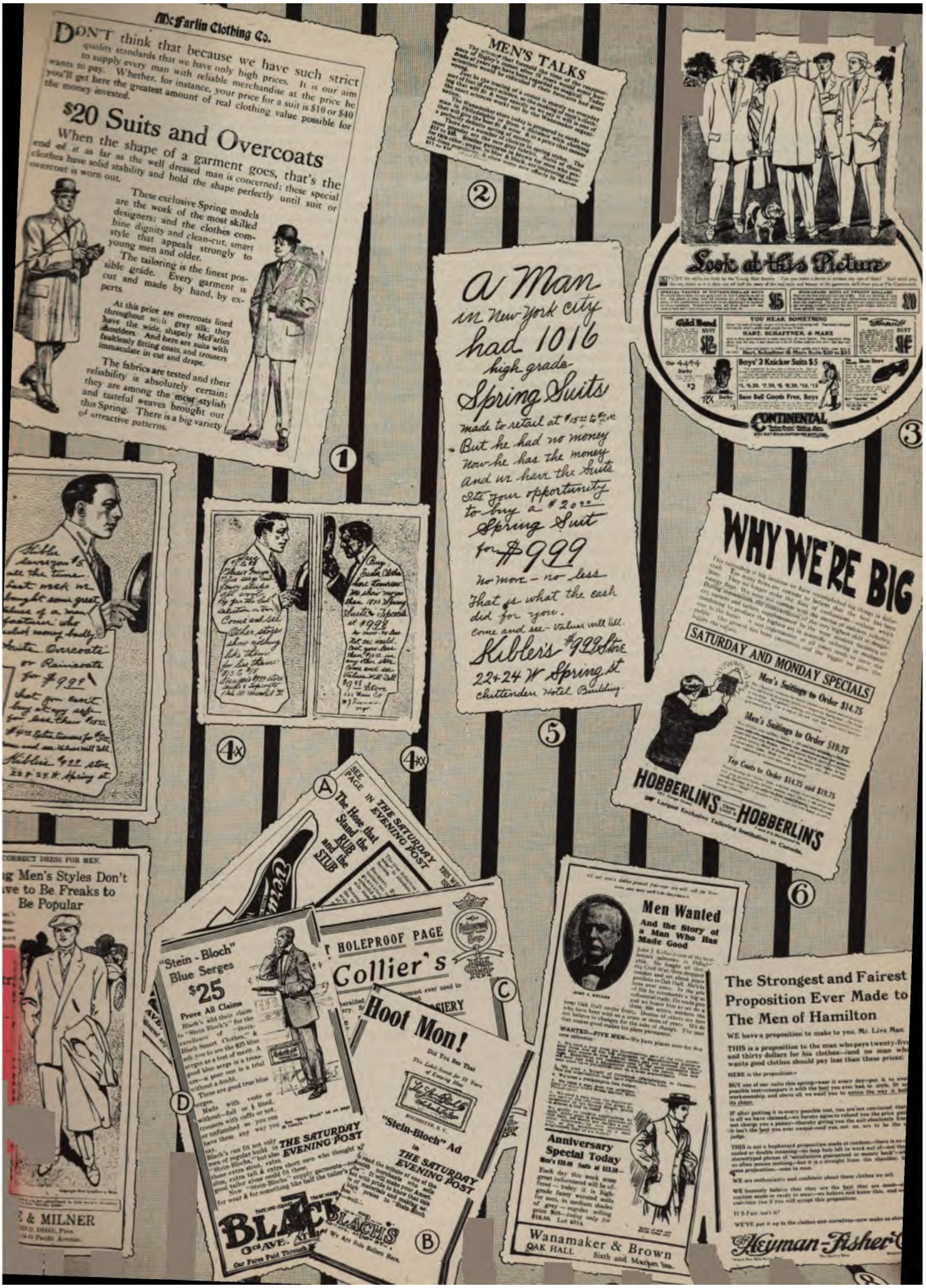
THIS PAGE'S COLUMNS ARE OPEN TO ALL

and this department's space is at the command of any man in the trade who has something of instructive advertising interest to present. This announcement is to set at rest any doubts of absolute fairness in my criticisms. While none has been expressed, still I had an experience while in the proverbial "swaddling clothes" of an embryonic advertiser, and I don't want anybody else to fear a similar experience. In quest of further knowledge and to draw forth an enlightening opinion, I once took gentle exception to an inconsistency in a trade paper, and the publisher thereof used his paper to ridicule me and gave no heed or space to my explanation. Such an experience is impossible in the Fairchild publications, but I want you to know that ads sent for my opinion will be weighed by the acknowledged correct standards of merchandising and advertising. If there are local conditions which temper the judgment of the advertiser in using what might seem a poor ad to one unfamiliar with these conditions, kindly tell me about them. This is a department of constructive, not destructive, criticism. We want to work toward the end of making publicity most profitable and stable. You can help me by sending in ads—I will endeavor from active experience to point the defects, if any, and be equally prompt to remark the excellence of your ideas.

COMPARE NO. 1 AND NO. 2.

The advertising manager of the McFarlin Clothing Company, Rochester, N. Y., sent the ad of which No. 1 is a clipping and also mailed me that part of a Wanamaker ad which is No. 2. He says he is of the opinion that an ad like his is better because it conveys information as to models of the suits, the fabrics, making, etc. The comparison in this case is hardly fair to either side. Wanamaker's has seized upon a popular topic—Halley's Comet—to emphasize the advancement in tailoring, and mentions in this connection various fabrics, colors and qualities of suits. On the other hand, the McFarlin ad makes the usual claims for beauty, tailoring and stability of $20 clothing in particular. For a steady diet I do not care for either, and personally prefer the diversity presented by the twain. While primarily clothing advertising ought to describe and illustrate clothing, I think the news features of the Wanamaker plan are highly commendable. Most clothes are sold by personal selection, so that an interesting fact like clothing making now being an exact science is a welcome change from the very prosaic style of apparel announcements. The comparison between the advancement of clothes manufacture and the astronomical achievement which correctly foretells the return of Halley's Comet is timely—therefore good publicity of its kind. The McFarlin ad is good, so is that of Wanamaker—each sufficient to the effect of a single advertisement in a live campaign.

NO. 3 WAS AN ATTRACTIVE PAGE

in the Boston Journal, but as the advertising manager of the Continental Clothing Company wants to know what I think of it, will suggest that his taste for hard-to-read type styles does not appeal to me. Even in the full page of the original the heads were difficult to decipher owing to the

McFarlin Clothing Co.
DON'T think that because we have such strict quality standards that we have only high prices. It is our aim to supply every man with reliable merchandise at the price he wants to pay. Whether, for instance, your price for a suit is $10 or $40 you'll get here the greatest amount of real clothing value possible for the money invested.
$20 Suits and Overcoats
When the shape of a garment goes, that's the end of it as far as the well dressed man is concerned; these special clothes have solid stability and hold the shape perfectly until suit or overcoat is worn out.
These exclusive Spring models are the work of the most skilled designers; and the clothes combine dignity and clean-cut, smart style that appeals strongly to young men and older.
The tailoring is the finest possible grade. Every garment is cut and made by hand, by experts.
At this price are overcoats lined throughout with gray silk; they have the wide, shapely McFarlin shoulders. And here are suits with faultlessly fitting coats, and trousers immaculate in cut and drape.
The fabrics are tested and their reliability is absolutely certain; they are among the most stylish and tasteful weaves brought out this Spring. There is a big variety of attractive patterns.
1
MEN'S TALKS
2
a Man in New York city had 1016 high grade Spring Suits made to retail at $15.00 to $20.00
But he had no money
Now he has the money and we have the Suits
Its your opportunity to buy a $20.00 Spring Suit for $9.99
no more – no less
That is what the cash did for you.
come and see – Values will tell.
Kibler's $9.99 Store
22+24 W Spring St
Chittenden Hotel Building
Look at this Picture
YOU HEAR SOMETHING
HART, SCHAFFNER, & MARX
Boys' 2 Knicker Suits $5
Base Ball Goods Free, Boys
CONTINENTAL
3
Kibler saves you $5 all the time
Suits Overcoats or Raincoats for $9.99
4X
4XX
WHY WE'RE BIG
SATURDAY AND MONDAY SPECIALS
Men's Suitings to Order $14.75
Men's Suitings to Order $19.75
Top Coats to Order $14.75 and $19.75
HOBBERLIN'S
Largest Exclusive Tailoring Institution in Canada.
5
6
CORRECT DRESS FOR MEN.
Men's Styles Don't have to Be Freaks to Be Popular
& MILNER
A
SEE PAGE IN THE SATURDAY EVENING POST
The Hose that Stand the RUB and the STUB
B
BLACH'S
We Are Sole Sellers Here.
C
HOLEPROOF PAGE
Collier's
Hoot Mon!
Did You See That
"Stein-Bloch" Ad
in
THE SATURDAY EVENING POST
D
"Stein-Bloch" Blue Serges
$25
Prove All Claims
THE SATURDAY EVENING POST
Men Wanted
And the Story of a Man Who Has Made Good
Anniversary Special Today
Wanamaker & Brown
OAK HALL Sixth and Market Sts.
The Strongest and Fairest Proposition Ever Made to The Men of Hamilton
WE have a proposition to make to you, Mr. Live Man.
THIS is a proposition to the man who pays twenty-five and thirty dollars for his clothes—and no man who wants good clothes should pay less than these prices!
HERE is the proposition—
Heyman-Fisher

double outline. Then, too, the suit the Continental offers at $14.75 has a name that looks like Hengariff, and, if that is the name, it strikes me they went out of their way to brand the clothes so nobody could even try to remember. Or, rather, I will modify this to say that the name is a handicap because of its composition. The body matter speaks of the suits being "tailored by ten fingers" (how about the thumbs?). The opening paragraph is somewhat ambiguous, and still maybe it is written to young women readers, for it says: "Study the styles set forth by the young men therein. Can you resist a desire to possess any one of them?" That's what it says, anyway.

Full pages in high-priced papers like the Boston Journal should be mighty good to warrant the expenditure. I am afraid that this one does not "reason why" enough for that space. The Continental is such a big concern that a great deal of trade responds to its announcements as a matter of course. And still, I don't think any store gets so large that it is ever amiss to remind the public just how much a store can offer in the way of advantageous purchases, and why they can do it. There are several hundred ways of saying this.

KIBLER SAYS—"WE ARE THE SOURCE."

Last month I reproduced two ads (4X and 4XX), one from Louisville and t'other from Zanesville, and suggested they came from the same source. Along comes a letter from the Hauger-Kibler Company of Columbus, O., with the ad No. 4, and Mr. Kibler says: "We happen to be the source, as enclosed ad shows." From a number of specimens submitted I have selected No. 5 as being a pretty logical reason why, in season, a store can sell $15 and $20 suits for $9.99, but especially because the wording is "snappy." From seven ads sent me for criticism I could never tell that the Hauger-Kibler Company have six stores. Their letterhead gives this information, and I think that this fact should be given prominence in their ads as one reason for large purchases, hence low prices, etc. While I am about it, I want to thank H.-K. Co. for not copying Tom Murray's style of script lettering or asking people to meet them "face to face."

ANOTHER AD FROM HOBBERLIN'S,

Toronto, Canada, is reproduced (No. 6). They certainly are live tailors—always use plenty of space, and doubtless are "Big" in the scope of their operations. I don't know just why the man is holding that piece of cloth up to the light, except as a salesman sometimes does to convince a customer how loose the weave as a sure indication that the summer zephyrs will merrily chase themselves through the fabric, bringing gladsome relief to sweltering man. Anyway, the cut is attractive. We in "the States," who are wont to look upon the English or tradesmen in the king's domain as being slow, will do well to study this Hobberlin ad as an example of publicity for popular-price tailoring.

FOUR ADS FROM TACOMA, WASH.,

were sent for criticism by the ad man of Dege & Milner.

Any of them would be worthy of reproduction as types of modern advertising. Nothing startlingly original about them—but they are logical presentations of merchandise and as a general proposition this even-excellence is most profitable publicity. To give you an idea of the typography I have reproduced No. 7. It also emphasizes a fact about young men's clothing of the period which should have extensive featuring. I find that even now—long after "freak" styles have been suitably buried—many men have the notion that ready-made clothes are all as "buttoned" as an English coster's coat and "tabbed" like a ledger. Above Dege & Milner's signature is a two-line note which makes mention of Hart, Schaffner & Marx clothes as advertised in the Saturday Evening Post, and quotes Dege & Milner as their local agents. This is along the line of the ads mentioned in the opening of this article, but I think D. & M. should have given the matter more prominence, for even in the original the type was extremely small and light face.

NO. 8, FROM THE HEYMAN-FISHER COMPANY,

Hamilton, O., is a commendable effort which occupied in the original 5 columns by 15 inches. There's only one thing about the ad to which I can take serious exception, and that is their attack upon the time-tried "satisfaction guaranteed or money back." It is as good an expression, as direct, as forceful and meaningful as could be devised. It all depends for its power upon who makes use of it. Because some stores may have abused its meaning is no reason why a reliable store need discard it—rather will it be of more value to the concern which lives up to what it says and means. Don't use up your space trying to explain that it has no significance elsewhere, but rather expatiate on how much it stands for when seen over your signature. Otherwise the ad appeals to me strongly because it is, as the text says, "straight from the shoulder." It is enthusiastic and convincing. You will notice that the prices are not especially emphasized, and this is one of the instances where prices are not the supreme consideration nor necessary to demonstrate that the Heyman-Fisher Company are able to supply the apparel needs of discriminating men.

ADVERTISING FOR MEN

by Wanamaker & Brown, Oak Hall, Philadelphia, is the main purpose of ad No. 9. To prove that it is a good place to work is attested by the fact that John J. Keller "dropped his musket at the close of the Civil War" and has been handling the tapeline at Oak Hall ever since. Wanamaker & Brown say they need five men and specify that one should be from one of the big shipyards or manufacturing plants, another must be a Knights of Columbus man, one Odd Fellow, a man from West Philadelphia and the fifth from the southeastern section of the city. In no case is experience deemed necessary—they want men with a following of friends. One of their best men—so the ad goes on to say—"was a stone-cutter fresh from the bench."

Now, I may be wrong, but I have an idea that the modern way is to build up a trade on the personality of the store, not the personnel of it. On the merchandise, not the men. On the values, not on mere friendship. And yet Wanamaker & Brown have a mighty big store—500 employes, they say—and they show that personal trade is one of their strongholds. And, mark you, this is not in a country town, but in Philadelphia—a city of a million and a half.

A SIXTEEN-PAGE CLOTHING AD.

The Chattanooga, Tenn., News contained a sixteen-page section on May 9 devoted entirely to the opening announcement of the new The Hub clothing store. I do not know of any other clothing concern which consumed as much space for a single day's ads, and if you do I wish you would tell me about them, so I can pass the news along. Now, remember that the whole sixteen pages were given up to ads, not a line of reading matter. If you wish to see a copy no doubt The Hub will favor you with one, if any remain. The only thing about this advertising "stunt" which I consider good is the tremendous size. And still, after a careful perusal of every word I want to say that eight pages would have easily contained all the matter and not crowded it in the least. White paper is so high now, too. Never have I seen such a visible straining to fill space. How very much better the ads would have looked if cleverly imbedded in matter pertaining to styles, or even a few good short stories; pure fiction would have insured careful reading and served for an ad even longer than the single day. I have run house organs, even got out one issue in 14 languages, but never lost sight of the value of readable matter to "set off" the ads. I really felt sorry for the ad man who, in this instance, was told he had to fill 16 pages, and had only a men's and boys' clothing, shoe, hat and furnishing stock to talk about.

George O. Kerr, of the Interstate Shirt & Collar Company, is visiting the trade in Iowa, with marked success. The quality patterns and designs of the "Interstate" appeal strongly to the trade.

Robert A. Dean With Babcock, Shannon & Co.—Robert A. Dean of Tupper Lake will represent Babcock, Shannon & Co., Albany, N. Y., overalls, in northern New York and Vermont, commencing this week.

Henry Hoffman Now With Levy & Marcus.—Henry Hoffman, formerly with Morris Simon & Co., is now associated with Levy & Marcus, New York, makers of "LeMar" cravats, whom he will represent in his old territory in the South.

DAVID D. ADAMS.

Who as reported in our last issue succeeds Henry Harris as clothing buyer for Mandel Bros., Chicago. Mr. Adams has been clothing buyer for Gimbel Bros., Philadelphia.

Carl S. Simon, formerly with Cahn-Liebman Company, now representing J. Samuels & Bros. and the Specialty Fur Coat Company, both of New York, has opened an elaborate office in room 1314, Republic building, Chicago. Mr. Simon reports an excellent business.

Hirsh-Wickwire Company's Representative Reports Good Business.—Mr. Hopkinson, representative of Hirsh-Wickwire Company, Chicago, the first man to return from his trip, states that his sales exceeded last season's and that if the weather had been "right" he would have had a phenomenal business.

Arthur Whitney Reported Meeting With Success.—Arthur Whitney, the son of Mr. Whitney, of Whitney & Christianson, Chicago, who is making his initial trip with the line of clothing, is reported to be doing remarkably well. His orders up to the present are said to be equal to those of some older men.

Martin White, With Brokaw Brothers, Reports Good Fall Business.—Martin White, with Brokaw Brothers, New York, on his return from his first trip out for this firm, having made the big cities from Buffalo to Los Angeles, reports having opened a very satisfactory number of new accounts on his way to the coast and also on the return route. He also sold increased bills to customers of the house, and reports that the season's buyers are very enthusiastic over the line. Mr. White found business generally good and merchants confident of a satisfactory showing for the season.

C. L. Schriver, who covers the state of Illinois for Whitney, Christenson & Co., manufacturers of clothing, Chicago, was stricken with apoplexy at Mendota, Ill., Tuesday, May 10. At last report Mr. Schriver was improving slowly.

Some Wholesale Clothing Salesmen Home With Stories of Poor Sales.—The salesmen of some Boston wholesale clothing houses have returned from trips through New England and the middle West with stories of very poor business among the retailers of those sections. Their sales have been disappointingly small in most cases, too.

W. S. King, representing Carter & Holmes, returned to Chicago last week from a two weeks' trip through the East. Mr. King reported good business, but stated that conditions are far better in western territory than in the eastern. He added, however, that prospects are brightening considerably and that he expected a good summer business a little later in the season, when warm weather sets in.

Meeting of Salesmen of Defiance Tick Mitten Company.—Starting May 16 and continuing three days, the salesmen of the Defiance Tick Mitten Company, to the number of 30, are holding a meeting at the offices of the company in Toledo, O. The first day the men were taken through the several factories in Toledo and later went to Defiance to inspect the original factory at that place. In the evening a smoker was given at the factory, Twelfth and Jackson streets, Toledo, and other social affairs were held during the three days' session. This company reports rapid growth, and its merchandise now is shipped to all sections of the United States. William Keller is the sales manager.

Objects of the National Traveling Men's Association.—The National Traveling Men's Association has a membership extending throughout the United States. At the last convention more than 5,000 persons attended, and this number, it is expected, will be exceeded this year, when they meet in St. Louis, August 18-20. The organization has no beneficiary features, but is engaged in the work of improving present conditions for the men on the road. It takes up grievances and abuses which the individual salesmen and their local bodies cannot act upon to advantage. The association co-operates with the sales managers' organizations in checking hotel-rate extortion, obtaining proper fire escapes upon hotels patronized by salesmen, improving the sanitary conditions of hotels and railroad stations, correcting inadequate train service, and in dealing with the thousand and one items which have a direct bearing on the safety and the efficiency of the traveling salesmen.

A pessimist is that man who, when confronted with two evils, takes both.

"Use headwork," urged the manager of the department store.

"Yes, sir," said the salesman.

"For instance, if a lady buys some lawn it ought to be easy to sell her some hose."—Louisville Courier-Journal.

BUSINESS NOTES

L'Americque cravat is shown in the accompanying illustration. The silk for this scarf was designed by C. H. Smith, of McCurrach & Smith, Chicago, and is dedicated to that great American statesman, Theodore Roosevelt, whose initials it bears. It is made of pebbled weave silk in a dark blue shade, and the initials "T. R." are woven with the goods. McCurrach & Smith have already had orders on this neckwear from men's wear dealers in foreign cities through which Colonel Roosevelt has been passing on his homeward trip.

High Rock Knitting Company to Make Rib Union Suits for Men.—The High Rock Knitting Company, Philmont, N. Y., who have been making High Rock red label fleece-lined underwear, have decided to make rib union suits for men. This new addition to their line will be known as the "Duolastic Fabric," which, they say, "closes up like a lazy tongs." This firm contemplates advertising this line quite extensively, but will probably not begin until the fall.

Gans Brothers Bring Out New Umbrella.—Gans Brothers, manufacturers of umbrellas, Baltimore, have brought out an umbrella called the Piccadilly, which they say is the closest umbrella in the world.

J. K. Winters Moves His Office.—J. K. Winters, representing George P. Ide & Co., Troy, N. Y., has moved his Philadelphia office from 1215 Market street to 510 Deuckla building, Eleventh and Market streets.

The American Narrow Fabric Company of Worcester, Mass., have changed over their suspender plant, and are now running exclusively on their E. Z. B. suspenders and their "Roosevelt" and "Hello Bill" garters.

The Gem City Novelty Company of Dayton, O., are showing an inexpensive and attractive advertising novelty in the form of a combination card case and bill book. It is made in different sizes and of durable leather.

Sanitary Knitting Company of Grand Rapids, Mich., state that they have not increased their capital stock, as was reported in the last issue, but that the increase has been in additional machinery and extra employes.

Emanuel Loeb, lithographer and publisher, New York and Chicago, has recently issued his portfolio of lithographed men's fashions for the fall and winter season of 1910 and 1911. The plates are striking and artistic examples of high-grade lithographic work.

Clothing Outlook Brighter.—Several of the leading clothing manufacturers of New York interviewed said that conditions showed a decided improvement. I. Meyer, who travels in the East for Joseph Yeska, reports a highly successful trip, fall orders showing up well. The trade, however, fear large cancellations on their fall prospects, due to the present backward season necessitating their carrying over much of the early spring stock.

R. Lee Chambers, Custom Shirt Manufacturer, Very Busy.—R. Lee Chambers, 4 St. Paul street, Baltimore, custom shirt manufacturer, reports that he is busier now than he was last year at this time. He states that he is working double time, and has been doing this since February 15.

Reported J. Schoeneman & Son Making Line of Clothing.—It is reported that J. Schoeneman & Son, Baltimore, who have always made pants, are making a regular line of goods, including men's suits, etc. J. Schoeneman, when asked whether this was true, would neither confirm nor deny it.

Retailers of furnishing goods and hats will find mighty interesting reading in what the Frankel Dispiay Fixture Company of New York characterizes as a "very unusual offer." Particulars and illustrations of the articles offered will be found in a half-page advertisement on another page.

A. Sherwin & Bro., manufacturers of "Better Grade" boys' and young men's clothing, 699 Broadway, as recently reported, have taken an additional loft at their present address, and are now enlarging and refitting their salesroom and offices in order to handle their increasing business to better advantage.

The Searle Manufacturing Company, Troy, N. Y., in their night shirt, pajama and bathrobe factory have had exceptional business. It is said on the best authority that to date they have doubled their business over the corresponding date of last year, and the spring business which has been closed was 140 per cent increase over the spring business of last year.

Squiers, Hentges & Co. Move Salesrooms to Eighth Floor of the Building Occupied.—Squiers, Hentges & Co., Chicago, have moved from the first floor of the building which they occupy, placing their salesroom and office on the eighth floor. Their neckwear factory being on the tenth floor and the suspender factory on the ninth, the business is now conducted without the loss of time and the inconvenience which resulted from the fact that the factories were somewhat remote from the office. While the first floor gave them the advantage of window display space, they believe that this did not compensate for the loss in other respects.

The Kahn Tailoring Company, Indianapolis, Ind., on Current Fashions.—The "Kahn Messenger" for May says: "In harmony with the tendency toward the medium-fitting 'bottle' back we have discontinued creasing the side seams of our coats. The hard lines of creased seams have always been more or less void of beauty, and now that our garments are cut without hip flare and follow the lines of the body they have an added graceful effect. Indications point to a revival of the popularity of vents. Center seam vents are gradually gaining favor, and many gentlemen who are careful in their dress are now ordering straight vents."

The Grand Rapids Show Case Company, Grand Rapids, Mich., have outfits, ranging in price from $1,000 to $15,000, now in course of construction for the following firms: Harvard Clothing Company, Dayton, O.; Anderson Bros., De Kalb, Ill.; T. H. Butcher, Battle Creek, Mich.; F. A. Cowlbeck, Kalamazoo, Mich.; Morgan & Sullivan, Waterloo, Ia.; Myers Bros., Kewanee, Ill.; J. F. Mueller, Anthony, Kan.; R. M. Newstadt & Sons, Decatur, Ill.; Jordan & Booth, Shreveport, La.; Julius Lehfeldt, Chinook, Mont.; New Phœnix Clothing Company,

Muskogee, Okla.; Ober Clothing Company, Salina, Kan.; Greenfield Bros., St. Louis, Mo.; Greathouse & Harris, Elwood, Ind.; Chas. F. Graham & Co., Hillsboro, Tex.; J. M. Woodruff & Co., Winston-Salem, N. C.

Geo. P. Ide & Co., New York and Troy, N. Y., have just issued, through their advertising manager, Frederick Drowns, a "Style Book" illustrating and describing the latest shapes and dimensions of the most fashionable collars, and containing features original with them. They say: "We offer styles in 'Silver' brand collars to fit every occasion, every accepted mode of dress, every face and every figure—styles that are proven, always in demand, always in good taste, made of the most durable 'Nevershrink' material; of excellent workmanship, with a finish equal to the higher-priced collars." A copy of this style book will be mailed on request by addressing any of their selling offices of by writing direct to the advertising department at Troy, N. Y.

Illuminated Limb-Form.—A beautiful form, and one well calculated to stimulate sales of fine hosiery, has recently been added to Palmenberg's array of display devices. This is a translucent glass limb, of perfect contour, over which is drawn the stocking to be shown. The form is gracefully posed on a stand with the appropriate support. Within the form glows an electric bulb which softly, yet vividly, illuminates the hosiery, emphasizing the beauty of color and pattern. The idea is so simple in conception and expression, yet so entirely practical, that one naturally wonders why "it was not put forward long ago." The glass limb is presented in two styles for women's hosiery, full length and three-quarter, and one style for men's half-hose. The necessary stand and electric attachments for the merchant or window trimmer, to apply in the window or department, are provided with each form. J. R. Palmenberg's Sons, 710 Broadway, New York, are the selling agents. They will supply all additional information respecting prices, etc.

Milton Goldsmith Sails for London, Where He Will Join Leon Mann.—Milton Goldsmith, advertising manager of the Presto Company, New York, recently sailed for London, where he will join Leon Mann, and spend several weeks looking over the field and becoming familiar with European conditions. He will then visit the continent and introduce the Presto collar into Belgium and France. The Presto Company will have a display at the Brussels exhibition and will probably have a business organization in both that city and Paris. The Presto collar propaganda is making rapid strides in England. Several well-known manufacturers vied with each other in claiming to be the first to make the famous collar, and Men's Wear, The Draper, The Outfitter and other English papers are fairly bristling with Presto ads, inserted by the enthusiastic licensees. Leon Mann's picture figures prominently on the pages of these magazines. It is expected that the demand for the Presto collar on the continent will equal that of England, and an extensive advertising campaign is contemplated, covering the whole of Europe.

In the early selling for fall the Hano Cravat Company, makers of "Those Totally Different Cravats," 1161 Broadway, New York, report big success with their new lines of Jacquard silks in French colorings and combination weaves, due, they say, to the superior quality of the silk given in scarfs to retail at half a dollar. The firm has also booked large early business on their lines of crochet scarfs, which are shown in a fetching variety of heather effects, with and without cross stripes, to which they have given the names of celebrated baseball champions, such as "Captain Chance," "Honus" and other noted men of the diamond. They are also doing a very nice business on an assorted line of motor scarfs in plain and fancy crochet designs, to which they have given the names of the best-known automobiles. From their early successes this firm is predicting a splendid fall business on neat cravattings and striking figures in new color effects, crochet scarfs and motor scarfs. In their silk goods they are giving liberal shapes in new styles.

THE "WINDOW" UMBRELLA.

HAVE you ever been out in a driving rain where the wind blew it along until an umbrella held upright was no protection? Have you held your umbrella down to protect your head and shoulders from this driving rain, and walked smash into another man protecting his head and shoulders in the same way? Block Brothers, retailers, of St. Joe, Mo., have recently introduced an umbrella that is going to do away with these collisions. It is an umbrella with windows in it.

These windows are of isinglass and will be sold either separate to attach to an old umbrella, or umbrellas can be purchased in which the windows are already in place.

The window idea was invented and patented by G. R. Livergood of St. Joseph. Block Bros. are to be the distributing agents for the United States.

J. Matthes & Co. Report Good Business.—J. Matthes & Co., manufacturers of men's and boys' clothing, 17 to 19 Washington place, New York, report that their fall business is far better than they expected.

Business Conditions Reported From Various Centers.

Warm Days Stimulate Trade—Straw Hats Selling Well—Blues and Grays Favorite Colors in Suits—"West Loyal to Woolens."

NEW YORK TRADE.

Sentiment High, But Sales Not So Good.

IF good trade conditions depended solely on sentiment, business last week in the retail clothing and furnishing trade was good, but the fact that very little merchandise was transferred to the public during the week reminds that sentiment cannot be entirely relied upon to fill the till. Trading was not good by any means. In some cases reports of the continuance of better conditions than existed the previous week were received, but in others the volume of business transacted was smaller. Where an increase was noted it was usually trivial.

Still, notwithstanding the insufficient disposition of merchandise, the dealers did not seem to be down in the mouth, but were confident in the conviction that as soon as the warm weather sets in for good, conditions will be changed and there will be a general call for lightweight clothing of all kinds.

In some of the stores sales are already in progress. In one well-known store, where a line of cheaper-grade goods is handled, a cut of about 40 per cent has been made in the prices of some of the clothing. One of the large department stores took advantage about two weeks ago of an auction sale and last week advertised an extensive line of boys' and youths' clothing at a material reduction. An old and well-known clothing firm started last week a great reduction in the prices of its entire line of clothing and furnishings for men and boys following a notice of dissolution, and many other smaller stores have announced reductions in order to reduce stocks. All these, following one after the other, with the imitators that are bound to fall in line, have brought about a remarkably advanced season of cut-price "sales," much to the distress of the merchants who are endeavoring to maintain a legitimate season of trading, and who do not want to cut their prices until the end of the season. The sales are not confined to clothing, but reach over practically all the lines of men's wearing apparel and accessories. Many of the stores, including department stores, are holding shirt "sales," but it was said in most instances that the people do not seems to bite at the bait that is set for them.

It was said by one man, the manager of the furnishings department of one of the large department stores, that plain shirts are gaining in popularity, the plaited shirt losing ground slowly. Soft shirts with French cuffs are in good demand and the death knell of the shirt with detached cuffs, he said, has been sounded, with a consequent dearth in the sale of cuffs. Underwear has not yet begun to sell in any quantity, but this was attributed last week to the fact that the cold weather has held out so long that practically no medium-weight garments will be sold this season, the consumer jumping right from the winter weights into the light and athletic weights. It is therefore expected that a large stock of medium-weight underclothes will be held over.

Probably the most active commodity in the men's apparel lines last week was the straw hat. Many of the hat men said that business has started in early with a swing, which means that there will be more "second sales" this year than if the season started next month. Not the least remarkable of the "sales" held during the week was one of the straw hats in a chain of clothing stores in the city, where a large number were sold at $1.40 and $1.95 which were said to have sold formerly at much higher prices. Another clothing store also had a sale of straws, but this was not advertised publicly, only the firm's customers being advised of the cut in prices by mail. There appears to be no marked change in the styles this year from those worn last season.

Among the clothing trade, in general, it is regretted that this price-cutting began so soon and it is hoped that the revival of business during the past few days will nip this tendency in the bud. Most dealers feel that up to the middle of June, probably later, there will be a brisk business in spring suits. Stocks are in good condition and if this expectation is realized, it will, in a measure, make up for the period of slackness that has existed for some time past.

The window displays are interesting, because there is no sameness about them just at this tme. One store is showing a line of blacks and blues; another has a liberal display of browns in the patterns that have proven most popular in that shade, and still another has a window of Norfolks, and this one is attracting much attention. One store has a magnificent display of light-colored suits, extremely light tans and grays. This is an advance showing, which the manager says is to remind

(Continued on page 101.)

CHICAGO CONDITIONS.

Brighter Outlook Particularly in Furnishings Line.

TRADE has taken on a brighter countenance during the past week. This can be said to apply to all seasonable lines, without an exception, though probably in furnishings it is most noticeable.

The local clothing situation was taking on a rather serious aspect up to the past few days—price reductions on spring suits had been offered, in one case suits that wholesaled from $14 to $16.50 by a well-known maker were offered in the basement clothing department of a department store at $12.50. It is considered unlikely that the department store referred to paid full price for the suits, but it is believed that the manufacturer in question sold them at under price, for some reason or other.

COLORED CHART SHOWING THE COMET'S RAPID FLIGHT AWAY FROM THE EARTH

Chicago Evening Post.

ROCHESTER TRADE.

Wholesalers Satisfied With Fall Orders—Worsteds to the Front?—Retail Trade Improving.

MANY of the clothing salesmen have returned from their fall selling and there is general satisfaction with the volume of orders taken. One of them practically voiced the feelings of the bunch when he said that unless an unusually large number of cancellations come in, the total amount of clothing delivered will be fully as large as a year ago. Some houses are sure of a big gain.

Probably the most significant fact established by talking with the men who have been in business converse with retailers is the quite general belief that the high tide of woolen fabrics has been reached. Some of them are insistent that worsteds will not be long in reaching their former strength among dealers, especially those who sell medium-grade clothing to men who prefer wear to handsome patterns, and who, if tempted to buy a wool suit, will not be similarly tempted again very soon. In the finer grades, clothing that retails for $25 and up, the revulsion, it is thought, will not be so great because of the class of men who wear such priced clothing.

Some Rochester manufacturers are in a position to fill immediate orders on light-weight clothing, but there is nothing like a panic among those who have stocks to sell.

The immediate jump in retail trade here that came with the first warm weather is said to have been duplicated in many other cities and its effect is to create a belief that stocks will be as well reduced at the end of June as in previous years, when scary dealers threw spasms of pessimism if each month did not top the corresponding month of the preceding year. In fact, one of the close observers predicts a veritable boom in the wholesale and retail end of the business during the month of June.

Inklings of lower-priced fabrics for the spring of 1911 are interesting manufacturers, who say that if the predictions come true, it will rather help than hurt trade, for it will enable them to produce merchandise more like what they did before the weavers put up prices and put down grades at the same time.

Retailers had been watching the comet nights and telling stories daytimes until the 17th, when the weather turned balmy and trade took a spurt that stopped both comet-gazing and story-telling at once. On that and succeeding days buyers have had a steady appetite for good clothes after throwing off their old overcoats and finding the old suits unfit for daily uncovered service.

Blues are exceptionally fast sellers, and at least every other man one sees on the streets is clad in that color. One merchant says he thinks the fact of the women having gone to the limit in their apparel on this shade has quite a tendency to lead men to it in their suit selection.

The one fact that is of a little consolation to good merchants here is that so far there has been very little price cutting by the leading clothiers. Some department stores have started to slash, but the houses that cater to the good dressers say it has not yet interfered with their trade.

Fancy waistcoats have taken quite a new start here, the lighter shades, many in tans or near tans, being quite a feature with men who have more than one suit of clothes thin enough for summer wear.

Some buyers who have recently been in the eastern markets picked up splendid values in children's summer clothing from houses that were overloaded, and say they have not been able before in many years to offer as much positive merit as now in these small goods.

Straw hats are displayed, but no one has yet been sufficiently venturesome to wear one in the streets, except a few of last year's vintage.

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THE STORY OF AN EMPTY PURSE.
—Meggendorfer Blaetter.

Birmingham, Ala.—Retail Trade Stimulated by Bankers' Convention.—Some stimulus was given to the retail trade during the past week by the attendance of 200 delegates to the Alabama Bankers' Convention, which was held here. Trade was adversely affected by the weather the early part of the week, and has not been up to expectations this month.

BUFFALO CONDITIONS.

Don't "Kick" About the Weather; It Isn't So Bad—West Loyal to Wool.

BUFFALO clothing manufacturers are very well satisfied with the volume of orders they have received, and most of their salesmen are still out selling clothing. In some fabrics the demand has been sufficient to force manufacturers to place duplicate orders. They say that the most desirable patterns in cassimeres have been advanced 2½ to 5 cents a yard, especially in the popular shades of browns in both wool goods and worsteds. One house says that the late orders have shown a gain in worsteds and that letters coming from some of their customers are asking for substitutions of worsteds in place of cassimeres in several cases where revisions of orders have convinced buyers that they have bought too great a proportion of the latter. Still the retailers in the West, the far West especially, are very loyal to wool goods, and, in some sections, have bought 90 per cent of their requirements of this character.

Deliveries of cloth have been very prompt and satisfactory and all the factories are busy making fall clothing, which is practically all they have to do on account of the dearth of duplicates for spring goods. In spite of reports from some sections of slowness in retail trade, the belief is general among the manufacturers that the season, as a whole, will not be any behind a year ago. One of them predicts that more clothing will be retailed in June and July than for any of the past ten years, and says he is not overanxious to dispose of what he has on hand at once, because there is likely to be a scarcity later. He adds that the staple character of most clothing that dealers have on hand is a point in their favor, for blues and grays will always sell.

Retailers are somewhat disappointed at not showing a gain this month over the May of a year ago, but they expect a rushing trade as soon as the weather gets warm, to balance the slowness since the Easter spurt. One house said its March sales overtopped a year ago by $15,000 and its April sales fell off only $500.

One of the largest dealers says croaking about the weather is all bosh. He proves his claim by the official weather reports that show the average temperature during April, 1910, was as high as that of any corresponding month for forty years, with only two exceptions. He believes that the effort to set seasons back a month or so, as has been growing into a custom for the past few years, is futile because there's no possible use of trying to force unnatural trade conditions—such as telling men they should buy warm weather clothing while they are much more comfortable wearing their heavy clothing. He advises clothing dealers to be more patient and keep in step with the wants of their customers, both while buying and selling, rather than try to justify grouches by complaints about the weather.

Two large buyers of clothing said they had not placed large orders for fall because they have found it better policy to wait until the fall season opens and be prepared then to duplicate on their best sellers. They say the big, progressive manufacturers, who are always in position to fill orders on short notice, are making it easier for the dealer who buys right to lessen his chances of loss and always to have on hand the latest styles of the most desirable merchandise.

NEWS OF THE CLOTHING TRADE

Some Recent Retail Ads.—Eastern Delegates to National Convention at Baltimore Named—Notes and News of the Trade.

St. Joseph, Mo. — Derge-Bodenhausen Clothing Company.—They have increased their capital from $25,000 to $50,000.

Rumford, Me.—Y. Steinfeld & Co., clothing and men's furnishings, have moved to Berlin, N. H., where they have opened a new store on Main street.

Evansville, Ind.—Stintson Bros., proprietors of the "West Side Store," have purchased the stock and fixtures of the Haas & Seiffer Company, clothiers, of that city.

Amsterdam, N. Y.—Adler & Son Reopen With Fresh Stock.—Adler & Son, retail clothing, have reopened with a complete new stock after their previously noted fire sale.

Baltimore, Md. — Lansburgh-Epstein.—The engagement has been announced of Sidney Lansburgh to Miss Marian Epstein, daughter of Jacob Epstein, of the Baltimore Bargain House.

Tampa, Fla.—Wolf Bros. Hold Opening of Rebuilt Store.—Wolf Bros., clothing, etc., have formally opened their rebuilt store at 808 Franklin street. They are celebrating their twelfth anniversary as well.

New York, N. Y.—Moe Levy & Co.—Moe Levy & Co. formally announced May 19 the dissolution of the firm and the retiring of one of the partners from the business. A large dissolution sale will be held at all of the firm's three stores and two of them will be discontinued. Thirty-one years ago Moe Levy started in business for himself on the Bowery and since that time his business has increased. Eight years ago his second store on upper Broadway was established and three years later his store in Brooklyn. In 1900 Joseph R. Munter and Bernard Greenberg were admitted to the firm, at which time the style was changed to its present form.

Chicago, Ill.—Albert Dellevie, of Fechheimer-Fishel Company, New York, spent last Friday in Chicago, returning to New York Tuesday, after going south from Chicago for a day.

New York, N. Y.—Morris Swerdlow, formerly of H. Okun & Co., clothing manufacturers of 9 Great Jones street, has engaged in the manufacture of clothing on his own account, at 126 Bleecker street.

New York, N. Y.—Has Sold 40,000 Auto Coats So Far This Year.—A prominent local clothing manufacturer is authority for the statement that three months ago he had 60,000 auto coats in stock, of which he has already disposed of 40,000. Their general line has been withdrawn from sale.

Philadelphia, Pa.—Delegates to Clothiers' Convention.—The following delegates and alternates will represent this city at the annual convention of the National Association of Clothiers in Baltimore in June: Charles E. Morris, Treacy, Morris & Co.; Eli K. Selig, A. B. Kirschbaum & Co.; Joseph E. Oppenheimer, Snellenburg Clothing Company, and Leon Schloss, A. Guggenheim & Co. The alternates will be: Harry M. Nathan, Liveright, Greenwald & Co.; Louis Fleisher, Fleisher Bros., and Leo Lisberger, Lisberger & Wise.

New York, N. Y.—Oscar Abel in New Offices.—Oscar Abel, resident buyer, representing the Philipsborn stores, the Siegel stores and other houses, recently moved from 4 West Twenty-second street to larger quarters in the Spinning Wheel building, 7 West Twenty-second street.

New York, N. Y.—Rogers, Peet & Co. Clothing Features.—As special features in their spring suit stock, Rogers, Peet & Co. mention Norfolk suits without box plaits, and Norfolk suits with inverted plaits, such as the two-piece suits of imported English flannels. The Norfolk suits are also shown in some of the Chicago window displays.

THE COCK'S SHRILL CLARION.

Father, if your daughter's steady is a late stayer, give him a chantecler hint.—Puck.

New York, N. Y.—Rosen & Newhouse Dissolve.—Jacob Rosen and Leo H. Newhouse, trading as Rosen & Newhouse, clothing manufacturers, 54 West Third street, have dissolved, Mr. Rosen retiring. Mr. Newhouse has assumed all obligations of the firm and will continue at the same address.

Columbus, O.—F. & R. Lazarus Company Increases Capital.—The F. & R. Lazarus Company, men's and women's clothing and furnishings, have increased their capital from $300,000 to $550,000, the increase being all preferred stock. The company moved into a handsome new building some months ago.

Baltimore, Md. — New Clothing Firm Formed.—It is announced that J. B. Bernstein, formerly with Burger, Hood & Co.; William Markoe, formerly with Carter, Webster & Co., and H. C. Gritzahn, formerly with Burgunder Bros. & Co., have formed a partnership to engage in the clothing business, and will locate at 108 West Baltimore street about July 1.

New York, N. Y.—Morris Ritt Commences on Own Account.—Morris Ritt, formerly of the firm of Ritt & Knopp, which dissolved recently, as noted, has commenced the manufacture of clothing on his own account at 715 Broadway.

New York, N. Y.—Annual Party of Employes of Smith, Gray & Co.—The annual party of over 150 employes of the four stores of Smith, Gray & Co. was held on Saturday night at Reisenweber's, Columbus circle. It was a beefsteak party and vaudeville entertainment. The affair was under the direction of William H. Kenny.

New York, N. Y.—Auction Sale of Stock and Fixtures of B. Bernstein & Son.—The entire stock and fixtures of B. Bernstein & Son, clothing, at 622 Broadway, aggregating, it is said, over $60,000 in value, were sold at public auction. Fair prices were reported to have been realized for the goods. B. Bernstein & Son are retiring from business.

Rochester, N. Y.—Will of the late Ely Meyer.—The will of the late Ely Meyer has been filed for probate by Wile & Wiatt, attorneys for M. C. Simon, the sole executor. The document is very brief. It conveys all the decedent's interest in the firm of Ely Meyer and M. C. Simon to the latter in trust, and specifies that the business shall be operated by M. C. Simon until the end of their partnership agreement, which has twelve years yet to run. At the expiration of it, the interest of Mr. Meyer is to be converted into cash and divided one-half to Mrs. Meyer, the widow, and the other half among the four children or their heirs. The executor is not to give a bond. Neither the attorneys nor M. C. Simon would place a valuation on the estate. Isadore Meyer, eldest son of the deceased, who has been actively identified with the business for two or three years, continues in the same capacity.

New York, N. Y.—The Harris Store Delays Opening.—Morris Harris, trading as the Harris Store, states that he expects to open his new store at 1 Union Square about June 1. As previously reported, Mr. Harris intended opening May 20, but owing to alterations not being completed has been obliged to delay.

Yankton, S. D.—Herman Marx Moves to Kentucky.—Herman Marx, who for several years has conducted the Cut Price Clothing Store here, has decided to open a clothing store in Covington, Ky., and will shortly move to that city. It is understood that the building occupied by Mr. Marx has been leased to Cincinnati parties, who will again occupy it as a clothing store after alterations are made.

Chicago, Ill.—Says No Preparations Have Been Made to Close Out Stock of Atwood Clothing Company.—Asked if there were any preparations in progress to close out the stock of the Atwood Clothing Company, Rogers, Peet & Co.'s Chicago store, the manager said that no preparations are be-

HIS GREATEST WORRY.

Justice — "Three months for you, my man."

Lugubrious Luke—"Aw, just me luck, and I'd jest paid 15 cents fer a hair-cut yesterday."—Chicago News.

ing made at present so far as he knew, but he further said that when Rogers, Peet & Co. retire from Chicago, if they do, they will do so in a dignified manner and that there will be no general closing-out sale.

Washington, D. C.—To Discontinue Clothing Department.—Joseph Auerbach, men's furnishings, who added clothing when he opened his new store at 613 Fourteenth street several weeks ago, as noted, has decided to discontinue his clothing department. The entire stock, consisting of Sturm, Mayer & Co.'s clothing, has been purchased by Hecht & Co., department store.

New York, N. Y.—I. & S. Bing Move to Larger Quarters.—I. & S. Bing, clothing manufacturers, Cincinnati, who several years ago opened a salesroom at 100 Fifth avenue, this city, have moved to larger quarters on the fourteenth floor of the same building. Carl Bing and H. A. Bowman, who are in charge of the office here, say that this is the beginning of their fourth season.

New London, Conn.—Ownership of Hislop Company's Stock.—The 1,300 shares of stock of the James Hislop Company, department store, recently incorporated as noted, on which $1,000 cash and $129,000 property have been paid in, are owned as follows: President, Graham S. Hislop, eight shares; secretary, John A. Hislop, one share; treasurer, William Muir, one share; Annie M. Hislop, 190 shares.

Grandville, Mich.—Merger of Leading Stores Into City's First Department Store.—A number of leading retail stores here, including the dry goods business of F. Taylor, have completed a merger whereby they have combined to form the city's first department store. It starts business with $12,000 capital as the Grandville Mercantile Company and is erecting a building to conform with F. Taylor's dry goods store.

Chattanooga, Tenn.—The Hub, New Clothing Store Here.—The officers of the Hub, which recently incorporated with a capital of $75,000, are: Charles Miller, president, and J. B. Pound, vice-president. The company's store has been opened. It is one of the finest in this city. Men's and boys' clothing, underwear, furnishings, etc., are carried. Messrs. Miller and Pound have for several years been connected with the Chattanooga News. J. B. Pound was the owner and founder of the News, while Mr. Miller was at the head of the advertising department. Mr. Pound also built the Hotel Patten, Chattanooga's million-dollar hotel.

SOME CLOTHING ADVERTISING OF THE FORTNIGHT

Simpson, Crawford Company last week offered "1,500 men's $20 and $25 silk-lined spring suits for $14.75."

The Fit of Trousers.—Perry & Co., Philadelphia, say: "The fit of your trousers is every bit as important as the fit of your coat. We have the knack of making trousers that really fit."

"Gray Is in Eternal Popularity for Men's Suits."—William Vogel & Son, New York, under this head, said: "Gray forms the backbone for color schemes in men's suits—but ingenious fabric designers are continually injecting variations of tones and weaves that make gray ever new."

Specializing in $25 Suits.—Wallach Bros., New York, say: "Twenty-five dollars is the amount most men pay for a suit. Therefore, we have made a specialty of suits at $25." At a later date this firm says, in announcing a sale of Hart, Schaffner & Marx spring suits at $18: "Broken lines mean lower prices."

"We Always Play 'No Trumps.'"—Brokaw Bros., New York, said: "We always play 'no trumps.' We're strong in every suit. The light fancy mixture suit, the neatly striped dark suit, the perfectly plain suit—we've sufficient variety of each kind to bridge any requirements the season and men's tastes suggest."

Ancient Nature Fake

ANCIENT NATURE FAKE.

Time—"I defy you to take me by the forelock—I ain't got any."—Chicago Journal.

On $15 Suits.—William H. Wanamaker, Philadelphia, says in a recent ad: "We offer to-day greater and more genuine clothes values for $15 than any other clothing dealer could afford to offer for from $5 to $7 more money. We do probably the largest retail clothing business in Philadelphia. We make our own clothes."

Plain Facts Better Than Catchy Phrases of Advertising.—The Hub, Chicago, gave the following introduction to a recent ad: "Clever sayings in newspaper advertisements don't count for much; somehow they don't seem to carry conviction to the soul of the average clothing buyer; The Hub strives to give the people the facts, to tell its story in a plain, unvarnished way, and success justifies our course."

"Some Truths About Men's Clothes."—Brill Brothers, New York, under this caption say: "There is no standard of value in clothes; $20 in one store represents no greater value than $15 in another. It all depends upon the buying capacity, the buying ability, and the individual standard of selling expense and net profits desired. There can be no determination of comparative excellence on the basis of price."

"The Weather Man Is Helping the Cause of Ready-for-Service Clothes."—Under this head Saks & Company, New York, make this excellent point: "The man who has the 'to-order' habit is not usually reminded of his apparel needs until the weather settles down to a 'steady gait' for whatever the season may be. Spring has been somewhat tardy and many a man who has deferred his visit to the tailor will suddenly find himself in the lap of summer. Too late then to invite the delays and vexations of 'to-order' clothes. But what an opportunity to test the superiority of high-grade ready-for-service garments such as ours! Suits for men, at $15 to $45."

Can a Man Afford to Dress Badly?—The Wanamaker store, New York, words this old argument as follows: "'I can't afford the time or the money to dress well,' a man cried the other day. The question is, Can he afford to dress badly? Can anyone afford to dress badly? The millionaire may possibly be able to take liberties with his appearance, but the struggling man, the man who wants to arrive, can certainly not allow himself the privilege. He must dress well."

Chicago, Ill.—Who Says Freak Styles Are Not Still Selling?—A representative of one of the prominent button manufacturers made the following report in regard to garments being shipped out from a manufacturer in this market: "I have seen men's sack suits shipped from a house here with each suit having on it 168 buttons! From this who can say buttons are not still in favor, and that Mr. Freakish is not still alive?"

New York, N. Y.—Western Buyer Optimistic.—S. B. Wheeler, manager and buyer for the clothing department of the Daniels & Fisher Stores Company of Denver, recently expressed himself as being entirely optimistic regarding the outlook for summer and fall business. Conditions in the West, he says, are excellent, it being his opinion that the depression in the East is not due so much to the high cost of living as to "the cost of high living."

Tarrytown, N. Y.—Paper Vests Worn by John D. Rockefeller.—According to a local report, John D. Rockefeller has set a fashion—the wearing of paper vests. He puts one on every time he goes out riding in his auto. He slips it on underneath his cloth vest, and says it is the finest thing he ever had for keeping out the air, the chill of which he still notices when motoring at high speed. Most of the maids and matrons in Tarrytown have been out riding with the elder Rockefeller, according to the report, and to each of his women companions, on every trip, he has presented a paper vest or jersey, to be worn under a

AN EASY ONE.

Her Father.—"Blanche, why doesn't Mr. Linger go home earlier?"

Blanche.—"I'm why, Dad!"—Puck.

A SLIGHT ERROR.

I. The Right House.

coat. Almost every home in the village now has a paper vest, which is displayed as a souvenier of a ride with John D.

New York, N. Y.—H. Goldstein Sells Business.—H. Goldstein, manufacturer of clothing, at 210 Canal street, has sold his business to his son, Louis Goldstein, and Morris Rosenzweig, who will continue it at the present address under the style of Goldstein & Rosenzweig. H. Goldstein will hereafter devote his entire attention to his retail store at Augusta, Ga. Louis Rosenzweig was formerly a manufacturer of clothing at 97 Wooster street.

Specializing on Aviation Outfits.—A correspondent writes that Samuel Bros., Ludgate Hill, London, are making a specialty of so-called aviation outfits, suitable for this latest form of sport. The suit is made of rainproof cloth and lined with soft leather, which makes it practically impervious to wind. At the same time it is so made as to permit the wearer perfect freedom of movement. The breeches are fleece lined, and the coat is made with a storm front fastening so that, attired in one of these suits, the aviator might almost defy the elements.

New York, N. Y.—Secretary William R. Corwine, of the Clothiers' Association of New York, has made public the names of the following delegates of the New York association to the convention of the National Association of Clothiers: Marcus M. Marks, of David Marks & Sons; Charles O. Tobias, of Tobias, Greenthal & Mendelson; William Goldman, of Cohen, Goldman & Co.; Ferdinand Kuhn, of H. Kuhn & Sons, Inc.; William Naumburg, of M. & W. Naumburg & Co.; Henry S. Sohn, of Sohn, Oppenheimer & Co.; Eugene S. Benjamin, of Alfred Benjamin & Co.; M. P. Ansorge; Joe Frankel, of Frankel Bros.; William Bell and G. L. Spaulding, of Samuel W. Peck & Co.; Morris Golland, of the Fechheimer-Fishel Company; Arthur C. Levi, of Hays, Levi & Co.; Harry D. Kohn, of the Washington Clothing Company; S. D. Levy, of the Eclipse Clothing Company; Maurice M. Garson, of Samuel Rosenthal & Bros.; Edward L. Blimline, of E. L. Blimline & Co.; Max Friedman, of J. Friedman & Co.; Charles W. Endel, of Cohen, Endel & Co.; J. A. Eagan, of Eagen, Sindel & Walter; William R. Corwine, secretary; Henry Rosenberg, manager of adjustment bureau. The New York Clothing Trade Association, the local branch of the National Bureau of Clothing Manufacturers, will be represented by Benjamin Klee, of Klee & Co.; William Naumburg, of N. & W. Naumburg & Co.; Arthur J. Nathan, of S. J. Nathan, Son & Co.; Eugene S. Benjamin, of Alfred Benjamin & Co.; Carl A. Lange, of Lange & Walsh Manufacturing Company, and Marcus M. Marks, of David Marks & Sons, president of the association.

TO LECTURE ON MEN'S CLOTHES

EARLY next autumn Andre de Fougeires, who is known in Paris as "the King of Dandies," it is stated, will visit the United States to lecture both in private salons as well as in public on men's clothes, society manners and the elegancies of life. Fougeires is quoted as saying:

"There is no American style. The American wears shapeless, clumsy, loose-fitting suits which are wholly inartistic. American shoes are broad and bulging and equally unbeautiful. Excepted from this criticism are those American men and women who have lived abroad long enough to learn the wisdom of getting their clothes made in the European fashions of London and Paris."

Another year or so, Fougeires believes, will see men attired in fancy evening dress—not of such loud colors as red or yellow, but of soft, harmonious neutral tints which will make an admirable background for women's bright colored evening gowns.

Cincinnati, O.—The following Cincinnati clothing manufacturers have been appointed delegates from Cincinnati to the convention of the National Association of Clothiers and also the Cincinnati Clothing Trade Association: Charles Shohl, M. E. Moch, Samuel W. Sturm, N. Henry Beckman, Jacob M. Koch, Samuel Rosenthal and H.

II. The Wrong Stairs.

A. Seinsheimer. Enoch L. Stricker, an attorney of Cincinnati, who is the actuary of the Cincinnati Clothiers' Association, will accompany the above-named delegates and act as secretary for both the Cincinnati Clothiers' Association and the Cincinnati Clothing Trade Association during their sessions.

Somerville, Mass.—School Board Votes to Bar Evening Clothes at Graduation Exercises.—Evening dress is to be barred among the members of the Somerville school board who desire to attend the high-school graduation exercises next month. Dr. Mahoney moved that clawhammers and tuxedos be barred and that the members appear in "business dress." Mrs. Mary Whiting approved the suggestion, and the vote was unanimously in favor of the embargo on evening clothes.

New York, N. Y.—Rumored That Henry Epstein Is to Become Interested in Charles Douglis Company.—Charles Douglis, president of the Charles Douglis Company, manufacturers of clothing, at 718 Broadway, said that he was not in a position to discuss a current rumor that Henry Epstein, of J. Weiner & Co., is to become associated in the Charles Douglis Company. Mr. Douglis intimated that there was something to the rumor, but said he could not discuss the matter now. Henry Epstein, who just returned from the road last Friday, refused to make any statement regarding the rumor.

Baltimore, Md.—Statistics of the Local Clothing Industry.—In an article prepared for an anniversary number of a local paper the following is quoted from a report regarding the clothing industry: "There are about 139 clothing establishments in Baltimore, employing nearly 10,000 men, women and children. The cost of maintaining these great factories is estimated to be about $1,502,530. These figures apply exclusively to the manufacture of men's clothing, there being sixty-one additional factories for the manufacture of women's garments, employing over 3,000 employes."

Large Buyer Just Returned From Europe Found Conditions on the Continent Optimistic, and Believes With Warm Weather It Will Be All Right Here.—A buyer for one of the largest exclusive clothing and furnishing goods houses in New York, who has just returned from a three months' trip abroad, recently said that business conditions on the continent were exceptionally good, tradespeople "hurrahing" and looking forward to a big season. He stated he was surprised to find such a depression in this country on his return, but attributes it to the American dealer starting his season too early. He expressed himself as being entirely optimistic regarding the outlook here, and believes that with the advent of continued warm weather business affairs will be wholly satisfactory to the wholesaler and retailer alike.

Rochester, N. Y.—Rochester Delegates to Clothing Convention.—At a meeting of the Rochester Clothiers' Exchange it was decided that the delegates to the national convention at Baltimore will be Joseph Michaels, Louis Kirstein, A. Dinkelspiel, J. G. Hickey, Max L. Holtz and Mortimer Adler, who will go unattended. Mr. and Mrs. Sol Solomon and their daughter are to go as far as New York, possibly Washington, in an automobile and reach the convention in time for the proceedings. Tobey Meyer will be accompanied by his daughter. It was the expressed view of the delegates that the national convention should take some action to provide for one central office for the gathering and giving of credit reports. Under the present method of gathering and distributing this information it is said that long delays occur that could be avoided if the work could be centralized in one office.

Providence, R. I.—Poor Trading the Rule.—The failure of the spring trade to open with a boom has been disappointing. The weather has been such that straw hats and other seasonable furnishings are not in demand. Small buying is another difficulty the stores have had to contend with. The purchaser who buys a half dozen shirts or three suits of underwear at a time is the exception.

III. Home Was Never Like This! —Lustige Woche.

GETTING HER BACK UP.

I

KASKEL & KASKEL FEATURE OUTING TROUSERS.

KASKEL & KASKEL, New York, the the Fifth avenue furnishers, are featuring in their window displays an Fifth avenue furnishers, are featuring in their window displays an attractive line of outing trousers of imported flannels in white and stripes. This introduction of outing trousers by a furnisher of the exclusive Fifth avenue class, in which this house occupies a very important position, is commented upon in the men's wear trade as an innovation that is well worthy of emulation by furnishers quite generally. Some time ago this firm added raincoats as an extra line of merchandise. They now also show polo and golf overcoats.

The bringing out by them of outing trousers, it is stated in the trade, opens up a new field for business for the furnisher, and it is pointed out that there is apparently no good reason why the furnisher should not sell outing trousers; that, in fact, this line in season is just as natural a part of the furnishers' stock as fancy waistcoats are. It is said that furnishers in some of the large and medium sized cities are so situated that they might find it a very profitable business to put in a line of separate trousers, running outings in the summer and regular lines other seasons.

The trade, in commenting upon Kaskel & Kaskel coming out with outing trousers, state that some furnishers in the West—it is thought a few in Chicago—go so far as to make a specialty of two-piece outing suits in the summer and do a good business on the line.

Palmer, Mass.—G. F. Emmons will, on June 1, open men's furnishing store in Converse's block.

III.

MEN'S WEAR.

GEORGE G. BENJAMIN'S NEW STORE OPENED IN FIFTH AVENUE BUILDING.

THE newest clothing store on Broadway, New York, was opened May 16 by George G. Benjamin, who moved Saturday night from his old stand at Broadway and Twenty-sixth street to his new quarters in the Fifth avenue building, on the corner of Broadway and Twenty-fourth street.

One hundred and sixty feet of window display on Broadway, Twenty-fourth street and in the arcade of the building, show off to particular advantage the merchandise carried inside. The windows are large and are backed with English oak panels, with carved draperies in relief, the top of the backing arching from one side of the window to the other. On the inside there are 5,800 square feet of floor space on the ground floor, and in the basement 7,000 square feet. The basement will be used principally for a busheling room, shirt cutting room and also for a salesroom where out of season clothing will be kept, as well as any other overflow stocks. Unlike many basements, this one is light, extending under the sidewalk, where natural light is received from the glass walk above.

II.

The furnishing goods department occupies about thirty-five feet in the front part of the store, extending the full width.

There is a mezzanine gallery around one side of the store. Here are kept trouser stocks and other goods, and in the rear of the gallery is located the advertising office and some of the office force.

Mr. Benjamin received many good wishes and congratulations verbally, by mail and wire, and by material demonstrations of good will, as shown by the flowers which adorned the store.

Chicago, Ill.—It is reported on very good authority that the furnishing goods department of one of the large department stores on State street is actually 35 per cent ahead for the first four months of 1910 as compared with the same period last year.

Grand Forks, S. D.—Cotton Glove Factory May Open Here.—Announcement has been made that a prominent cotton glove manufacturer of Illinois has decided to open a factory in this city, to be ready for operation either the latter part of this month or the first of June.

New York, N. Y.—Display of White Madras Shirts at Keep's.—The Keep Manufacturing Company devoted their entire window space on Broadway, May 17, to a display of white madras shirts. The values were unusual, and the display seemed to indicate a belief in a tendency toward white for general wear this season.

Minneapolis, Minn.—Tibbs, Hutchings & Co. Increase Capital to $1,000,000.—Tibbs, Hutchings & Co., wholesale dry goods, who recently moved here from St. Paul, as noted, have increased their capital from $750,000 to $1,000,000, of which $500,000 is 7 per cent preferred and $500 common stock.

Fort Wayne, Ind.—Old Fort Knitting Mills Now in Operation.—The Old Fort Knitting Mills have been completed and are now in operation. The concern was incorporated June 21, 1909, with a capital stock of $200,000. At the present time the directors are expecting to sell more stock to purchase more machinery.

Pottstown, Pa.—Andrew E. Vaughan Buys Searles Knitting Company's Property.—Andrew E. Vaughan, president and manufacturer of the Vaughan Knitting Company, has individually closed the deal for the purchase of the Searles Knitting Company property at High and Manatawny streets, on private terms.

HOSIERY AND UNDERWEAR MANUFACTURERS HOLD ANNUAL CONVENTION.

THE fifth annual convention and exhibition of the National Association of Hosiery and Underwear Manufacturers is being held in Philadelphia this week, the convention opening Tuesday morning, May 24, in the Walton hotel and closing Thursday afternoon, May 26, while the exhibition is being held in the Horticultural hall Monday to Friday inclusive.

Interesting and instructive subjects of direct benefit to all in attendance have been announced for discussion at the meeting, included among which are, "What Would Be a Proper Standard of Size and Lengths of Shaped Goods?" "Ways and Means to Secure the Adoption of Uniform Color Boxes, Bands and Labels," "Ethical Relationship As It Should Exist Among Competing Manufacturers," "Is It to the Best Interest of Manufacturer to Market His Production Under His Own or the Jobbers' Special Brands?" The convention will be closed with a banquet Thursday evening at the Walton hotel.

Town Topics.

When his sister discovered young Thos.
Arrayed in his parent's pajos,
And cried in dismay:
"Oh! what will father say?"
He replied: "Not a word. These are mos."
—Puck.

IV.

—Lustige Blätter.

CHANGES AMONG BUYERS

SO MEAN!

The Ingenue—"Did you see last night's paper? In the write-up a critic spoke of me as a 'dainty little flower face.'"

The Soubrette—"Flour-face! I told you not to use so much powder in your make-up."—Chicago News.

Albany, N. Y.—Now Manager of the Butler Store.—Leopold M. Stark, for eight years with Steefel Bros., clothing, is now manager for Butler, men's and women's clothing, 456 Broadway.

Rochester, N. Y.—In This Market.—Manager W. Irving and Buyer George Leterman, of James Melvin Company, Toledo, were in this market the first part of last week buying clothing.

Oswego, N. Y.—New Manager of Scotch Woolen Company's Store.—N. J. Schuler, who has been with the Peebles Clothing Store, has been made manager of the Scotch Woolen Company's store in the Arcade.

Gloversville, N. Y.—Lewis Clothing Store to Have New Manager.—I. Herr, formerly with the E. W. Edwards' Son, department store, Syracuse, has been appointed manager of the Lewis Clothing Store in place of Fred Puchler.

New York, N. Y.—Samhel Kornicker With Smith, Gray & Co.—Samuel Kornicker, formerly assistant superintendent of the Union Square store of Brill Bros., and whose resignation was recently reported, is now connected with the "Busy Man's Service" of Smith, Gray & Co. Mr. Kornicker covers the towns near New York as well as the city, taking measurements for clothing for men who are "too busy to be bothered running out to make a purchase." He said he was pleased with the change to outdoor work.

Chicago, Ill.—S. B. Wheeler Off for New York.—S. B. Wheeler, manager and buyer for the clothing department of the Daniels & Fisher Stores Company of Denver, Colo., left Chicago May 11 for New York, where he will make his headquarters at 54 Worth street.

Swanton, Vt.—C. J. Tetrault Now With Colburn Clothing Company.—Charles J. Tetrault of Winooski, who for some time has been connected with P. J. Audette, clothing, in this city, has become manager of the local branch store of the Colburn Clothing Company, Inc.

Pittsburg, Pa.—Boston Store Under New Management.—In announcing a special sale, the Boston Store, dry goods, men's and women's wear, etc., says: "The new Boston Store is under entirely new management, with new methods and new ideas. Our first thought is to increase business.

LOGICAL.

Harriet — "Why do they always speak of the 'sad sea waves'?"

Harold—"Maybe it's because they always look so blue."—Chicago News.

in order to do this we must make a sacrifice."

New York City, N. Y.—Harry Stein Now With Soling Bros.—The report is confirmed that Harry Stein, formerly with Wallach Bros., also with Byck Bros., men's furnishing department, is now with Soling Bros., men's outfitters, 60 East One Hundred and Twenty-fifth street and 942 Third avenue. He will have charge of the buying for both stores and also will look after the window trimming.

New York, N. Y.—Albert Silberberg Now in Charge of Handkerchief Department at Greenhut's.—Albert Silberberg, manager of the wash goods departments of the Siegel-Cooper Company and Greenhut & Co., has been placed in charge of the handkerchiefs in the latter house. Upon the completion of the addition to the Greenhut store, now being built, the handkerchief department will have considerably larger space.

New York, N. Y.—Passing Himself as Manager of One of Brill Bros.' Stores.—A man posing as the manager of one of Brill Bros.' stores, according to report, has been victimizing drivers of delivery wagons, obtaining loans from them, and promising in return a suit of clothes, or other wearing apparel. The swindler, whom Brill Bros. would like to prosecute, is described as being about 28 years old, 5 feet 6 inches tall and of pleasant address.

Rumford, Me.—New Dry Goods Manager.—John K. Bell has succeeded G. H. Cargill as manager of the dry goods department of the C. H. McKenzie Mercantile Company. Mr. Bell has had fifteen years of experience in the business in Providence, R. I.

STAYED UP TO SEE IT.

Nocturnal Wanderer—"Orfsher, 'blige me! Whish one er thosh ish Halleysh Comet?"—Puck.

MEN'S WEAR.

OBITUARY.

Titusville, Pa.—James Hallman, Jr., member of the firm of Monohan & Hallman, clothing and men's furnishings, is dead, aged 34 years.

Los Angeles, Cal.—E. J. Peabody.—The funeral of Mr. Peabody, who represented Cluett, Peabody & Co. in southern California, with headquarters in this city, and who died May 10, was held May 12.

Detroit, Mich.—Francis X. Stark, well-known clothing and dry goods merchant, died at his home, 1810 Michigan avenue, after a long illness, aged 65 years. Mr. Stark's widow and three daughters survive.

Brooklyn, N. Y.—David Friedsam, formerly in charge of a floor of B. Altman & Co., Manhattan, died of heart failure. Mr. Friedsam, who was 57 years of age, had been with B. Altman & Co. for nearly forty years.

Chicago, Ill.—Joseph Cahn, one of the co-partners in the former clothing house of Cahn, Wampold & Co., in this city, died at the Michael Reese hospital, aged 71 years. He retired from active business life about ten years ago.

New York, N. Y.—Henry Newell Palmer, an importer of underwear, 170 Fifth avenue, died in Mount Sinai hospital from an operation made necessary by an affection of the throat. A wife and two children survive him. His place of business was closed on Saturday.

South Norwalk, Conn.—Boardman Burchard, who was connected with the J. V. Farwell Company of Chicago as New York resident manager until 1905, is dead, aged 88 years. He became connected with the house in 1865 and was one of the original directors of the company.

East Orange, N. J.—William Wolfarth, for twenty-seven years a salesman for Ferry, Weber & Co., hats, died suddenly at his home here yesterday of heart failure. Mr. Wolfarth was 47 years of age and covered the South for Ferry, Weber & Co. He is survived by a widow and two children.

St. Louis, Mo.—Edwin C. Keevil, head of the Keevil Hat Company until illness caused his retirement from active business two years ago, is dead, aged 59 years. Mr. Keevil had been engaged in the hat manufacturing business for forty years, succeeding his father, who established the firm in 1840. He is survived by four sons and two daughters.

Brooklyn, N. Y.—Joseph Wallerstein, a retired clothing merchant, who resided at 340 Rockaway avenue, died Tuesday, May 17, at his home, at the age of 104 years. Up to the day preceding his death he was seemingly in good health. Tuesday, however, Mr. Wallerstein complained of feeling badly and went to bed. Shortly before noon he died. He was born in Russia in 1807, and came to Brooklyn only twenty-four years ago. His wife is still alive and is 102 years old. He is also survived by two sons and four daughters.

STORE IMPROVEMENT AND ENLARGEMENT

Sherburne, N. Y.—Padney & Church, Clothing.—They have opened their new store in the Easton block. Shoes and rubber goods will also be carried.

Carthage, N. Y.—Will Have More Room.—Joseph & Rugoff, clothing, will improve their store, secure additional stock room and install new furnishings and fixtures.

Rochester, N. Y.—McCurdy & Norwell Company's Addition to Cost $100,000.—The previously noted addition to the store of the McCurdy & Norwell Company will cost about $100,000.

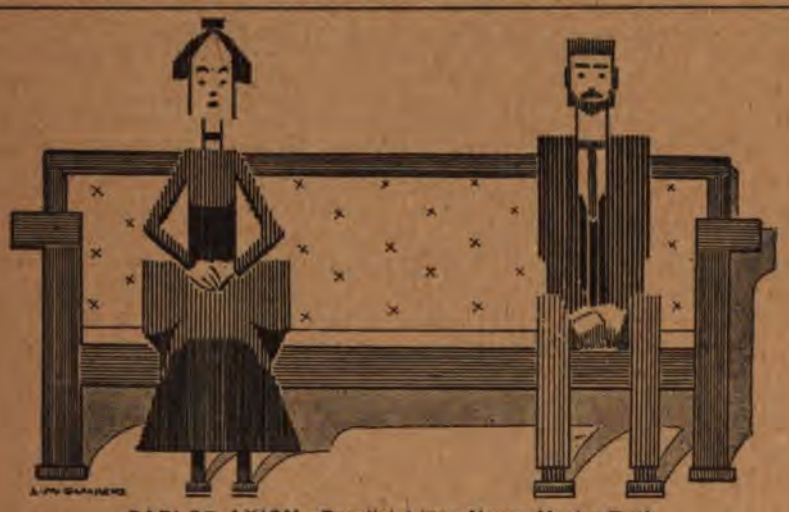
Pittsburg, Pa.—The Union Doubles Its Floor Space.—Charles J. Kahn, proprietor of the Union, clothing, has acquired the adjoining store, more than doubling his floor space.

Detroit, Mich.—Elliott-Taylor-Woolfenden Company's Store Opened.—The new store building of the Elliott-Taylor-Woolfenden Company, mention of which has already been given in these columns, has been formally opened to the public. Mrs. W. H. Elliott, who built the store as a memorial of her late husband, presided at the opening.

Geneva, O.—Chamberlin Bros., clothing, etc., have just completed improvements in their store, which include the installation of clothing cabinets, hat, furniture and trousers cases. The new equipment not only gives more room but adds much to the store's appearance.

Oakland, Cal.—C. J. Heeseman has been holding an "up-against-it" sale for the past six weeks, preparatory to breaking through the wall into his four-story addition on June 1. New showcases and fixtures will be furnished by the Potter Fixtures Company, San Francisco.

Chicago, Ill.—$500,000 Improvement in Fair Store Planned.—Contracts have been let for a $500,000 improvement in the building of the Fair store, it is announced. The improvement, all under ground, will consist of a one-story subbasement along the entire Dearborn street half of the store building. In this subbasement will be housed a new power plant. Enlarged shipping room will give access to the freight subway, and will provide other conveniences for expediting receipt and delivery of merchandise.



PARLOR AXIOM—Parallel Lines Never Meet.—Puck.

Philadelphia, Pa.—Marshall E. Smith & Bro. Open Remodeled Store.—Marshall E. Smith & Bro., 25 and 27 South Eighth street, opened their newly remodeled store May 13. The business of this firm was established in 1873.

Charlevoix, Mich.—M. A. Levinson & Co. Making Extensive Improvements.—M. A. Levinson & Co., clothing and dry goods, have made extensive improvements in their store during the last few weeks, consisting in part of a new front.

Cleveland, O.—The McWaters-Dolan Company Making Improvements.—A new front is being installed in the clothing and furnishings store of the McWaters-Dolan Company, on Superior avenue. Other improvements in the establishment are also to be made.

Syracuse, N. Y.—Weeks & Anderson Company's New Apparel Shop for Men.—The Weeks & Anderson Company, merchant tailors, announce the opening of "the swellest and most modern apparel shop for men in central New York" at 116 East Jefferson street, where the concern has just moved. The company will maintain four separate departments, a custom department, a ready-to-wear section, the furnishing goods department and a sanitary dressing department. It will sell Star and Gotham shirts, Coon & Co.'s collars, B. V. D. underwear, Rufus Waterhouse & Co.'s neckwear, Adler gloves and Chester belts and suspenders.

Piqua, Ohio.—Katz Bros. are remodeling and refitting the recently bought People's Clothing Store and are installing wardrobes for their best grades of clothing. The firm is composed of Sam and Milton Katz, formerly of Cincinnati, and Leo Katz, who operates a flourishing clothing store at Washington Court House.

Dallas, Tex.—Sanger Bros. Erecting Eight-Story Building.—Sanger Bros., wholesale and retail dry goods, clothing and men's furnishings, have begun preliminary work upon the erection of an eight-story building, 100x100 feet, and corresponding in architectural features to their addition just completed. Upon the completion of this building two stories will be added to the older section.

New York, N. Y.—Plans for McCreery Store Annex Filed.—Plans for the improvement of property purchased recently by John Claflin at 18 to 22 West Thirty-fifth street with a ten-story annex for the store of James McCreery & Co. have been filed by the architects. The proposed building, which has been estimated to cost $240,000, will cover an area 63 by 71, which will give the present store a frontage of 213 feet on Thirty-fourth street, the Thirty-fourth street frontage being 150 feet. The facades will be of a design conforming with the old store, one of the features being a recreation shelter on the roof.

Wilmington, Del.—Improvements to James H. Wright Company's Store.—Plans are being prepared for extensive alterations to building at the southeast corner of Eighth and Market streets, occupied by clothing store of James H. Wright Company. New show windows will replace the present ones and instead of having a corner entrance as at present there will be two, one on Market street and the other on Eighth street.

Grand Rapids, Mich.—The Gannon-Paine Company recently held the formal opening of their remodeled store, which is described by the local paper as "one of the most beautiful in Michigan." The entire woodwork of the store is circassian walnut. Clothing and hat cabinets have been installed and plate-glass showcases. The Welch Manufacturing Company and the Wilmarth Showcase Company, in joint contract, completely outfitted the store.

Lewiston, Me.—George Ehrenfried Company's Enlarged Store Opened.—The George Ehrenfried Company has opened its enlarged store at 96 to 100 Lisbon street, which has been doubled in size since the place was closed a short time ago. The firm now occupies the store it has had for a number of years as well as the place recently vacated by Chandler & Winshop. An arch has been cut between the two stores, making them practically one.

Toronto, Can.—House of Hobberlin to Erect Ten-Story Building.—The House of Hobberlin, "tailors to the Canadian gentleman," 7-9 East Richmond street, this city, the recent visit of whose representative to Chicago to study American methods was noted at the time, has just completed arrangements to build a ten-story tailor shop on their present site, giving them twice their present floor space. They claim to have already the largest shop of the kind in Canada.

London, Eng.—Whiteley's to Erect Store Occupying Four Acres.—William Whiteley, Ltd., department store, have purchased a site an acre in extent at a cost of more than $400,000. They have another acre, on which private houses now stand, and in addition to these the site of the new building will include two acres on which a portion of the store now stands. Thus, the concern will have four acres for the erection of the new store, which will have frontage of 600 feet and a depth of 300 feet. The probable cost is placed at about $12,500,000. The building, according to General Manager John Lawrie, will be constructed somewhat after the style of American stores. It will include a playground for children, on the top floor, with nurse in attendance; a well laid-out garden on the roof, and reading, writing and retiring rooms. The mail-order department will be developed, which has heretofore been prevented by lack of room. The building is to be completed by the fall of 1911.

Danbury, Conn.—Richmond & Davis Sell to Whitford Bros. and Retire.—Whitford Bros., hat manufacturers, whose factory has been located on Moss avenue, have purchased the hat business and equipment of Richmond & Davis, Maiden lane, who have retired, and are now occupying the store.

BUSINESS TROUBLES

New York, N. Y.—Samuel Berkovitz, Clothing.—Schedules in bankruptcy, filed by Samuel Berkovitz, clothing manufacturer, 9 Great Jones street, show liabilities of $11,936 and assets of $4,397.

Pittsburg, Pa.—Little & Cohen, Shirts and Overalls.—Creditors of Little & Cohen, at a meeting held in New York recently, decided to accept an offer of 40 per cent, providing such an offer could be secured from the embarrassed firm.

St. Louis, Mo.—Mills & Averill Tailoring Company.—The Mills & Averill Tailoring Company has been declared bankrupt on the recent involuntary petition of creditors, and the case referred to Walter D. Coles, referee in bankruptcy.

Pittsburg, Pa.—Samuel J. Goldstein, Clothing, 829 East Ohio Street.—The Commonwealth Trust Company of this city has been appointed receiver in bankruptcy, under bond of $5,000, for Samuel J. Goldstein, who was petitioned into bankruptcy recently.

Milwaukee, Wis.—Gans, Nickoll & Ruscha, Manufacturers and Jobbers of Vests, Pajamas, Etc.—For the benefit of creditors, Gans, Nickoll & Ruscha, manufacturers and jobbers of fancy vests, pajamas, etc., have made an assignment to the Milwaukee Trust Company. One estimate placed the liabilities at close on to $40,000, but this figure was thought by others to be rather high.

Folsom, Cal.—D. E. Wiley, Clothing and Men's Furnishings.—Wiley's creditors have consented to grant him an extension of ten months, dating from May 16, the payments to be secured by Wiley's unindorsed notes. The liabilities are $6,264, with nominal assets of $12,957. He has been in business here since January, 1906, when he took over the local branch of Albert Elkus, Inc., for whom he had previously been employed as manager.

Rothsville, Pa.—Rothsville Knitting Mills, Knit Goods.—The Rothsville Knitting Mills have made an assignment for the benefit of creditors to William T. Westerman of Philadelphia and N. S. Althouse of Reading. Liabilities are said to be $10,000 and assets $5,000.

Boston "Young's," Inc., Hats and Furnishings.—An involuntary petition in bankruptcy has been filed against Young's, Inc. About March 15 a general assignment was made by the debtor to Allen H. Sturgis of this city. The liabilities are said to be about $11,000 and the assets about $5,500.

York, Pa.—John H. Meyers, Clothing and Men's Furnishings.—Meyers has filed a voluntary petition in bankruptcy, scheduling liabilities of $18,954, of which $17,390 are unsecured, $1,499 secured, and $65 contingent. The assets consist of real estate, $146, and personal property, $16,318, total, $16,564.

New York, N. Y.—The Charles Hauptner Company, Retail Men's Furnishings, 1272 and 1243 Broadway.—Creditors of the Charles Hauptner Company, which is in the hands of three trustees for the creditors, have received a first dividend of 10 per cent from the proceeds of the business. Both of the stores are understood to be doing a fairly good business under the trustees' sales. The liabilities are $47,669.

New York, N. Y.—The Oceanus Manufacturing Company, Raincoats, Etc., 54 West Twenty-first Street.—Creditors of the Oceanus Manufacturing Company are being asked to grant the company an extension of four, six, eight, ten and twelve months on an indebtedness of about $35,000 or $40,000. The assets are said to total about $65,000, consisting of $40,000 worth of merchandise and $15,000 in outstanding accounts and machinery. A committee of six creditors is supervising the company's affairs. Plans for a reorganization of the business are said to be under way.

Going to a Suffragette's Primary.—Judge.

Syracuse, N. Y.—Kearney Bros., Clothing.—Kearney Bros., retail clothing, have filed a petition in voluntary bankruptcy. The copartnership schedules show the following liabilities: Wages, $249; secured claims, $452; unsecured, including notes and bills given for merchandise, $31,353; total, $32,353. The assets: Stock, $12,240; fixtures, $1,400; debts due, $2,501; cash, $9; total, $16,150. There are insurance policies of $23,000 on the stock. Kearney Bros. made a specialty of merchandise and bankruptcy sales, advertising extensively in the press and catering to the bargain trade. They were heavy buyers of belated stocks. At one time the firm operated ten stores in Binghamton, Schenectady, Utica and other places, but these stores have been closed within the past few years.

New York, N. Y.—The Weinstein & Maher Clothing Company.—Creditors of the Weinstein & Maher Clothing Company voted to accept an offer of 60 per cent, payable 10 per cent cash, 40 per cent in three months, and 10 per cent in six months, notes indorsed by Emanuel Krulewitch, Adolph Hirshfield, Ruben Weinstein and Laurence P. Maher, at a meeting of creditors held at the room of the Merchants' Protective Association recently.

Evansville, Ind.—Haas & Seiffer, Clothing and Furnishings.—The stockholders of the Haas & Seiffer Company, which was petitioned into bankruptcy in July last, have announced that as they are unable to take charge of the business and being unable to make any money, have decided to dispose of the business to Stinson Bros. for $5,103, which, it is said, was the best price obtainable. The liabilities are estimated at $10,149, and the money realized from the sale will be pro rated among the creditors.

New York, N. Y.—J. R. Shannon Company, Men's Furnishings.—Schedules in bankruptcy filed by the J. R. Shannon Company, dealers in men's furnishing goods, at 7 Cortlandt street, show liabilities of $11,519 and assets of $6,378, consisting of stock, $6,000; fixtures, $292; accounts, $55, and cash, $31.

Washington, D. C.—Joseph Auerbach, Retail Men's Furnishings and Hats, 609 Fourteenth Street.—Involuntary bankruptcy proceedings have been instituted here against Joseph Auerbach, a retail men's furnisher and hatter, who secured the acceptance of some of his creditors to an offer of 35 per cent, payable 20 per cent cash and the remainder in notes, at a recent meeting of creditors in New York, as reported. There are 130 creditors altogether, and while the creditors at the meeting were favorably disposed toward the acceptance of the compromise, some of the absent creditors wanted court proceedings. It is understood that the 35 per cent proposition will now be put through as a composition in bankruptcy. At the meeting it was stated that the liabilities were $45,991 and the assets $21,340.

Bluefield, W. Va.—Miller Underselling Store, Rosa Miller, Clothing, Furnishings, Etc.—An involuntary petition in bankruptcy has been filed against Rosa Miller, trading as the Miller Underselling Store. The liabilities are about $10,000 and the assets about $4,000. The petition was filed soon after a meeting of the creditors, at which her attorney offered 25 per cent in settlement. The offer was refused.

Passaic, N. J.—The Day Department Store Company, Inc.—Following the appointment of a receiver in the Chancery Court and the submission of a settlement offer of 35 per cent to creditors, an involuntary petition in bankruptcy has been filed against the Day Department Store Company, Inc., of this city. The liabilities are about $20,000, of

CAUGHT IN THE CURRENT

Interesting Points for Retail Merchants—Cut Price Sales in St. Louis—Late News.

AS TO HER PORTRAIT.

Patron—"An excellent likeness of me, no doubt; but 'twould have done no harm—do you think?—had you flattered me slightly and made me look younger."—Puck.

POINTS OF INTEREST TO RETAILERS

Comet Now Blamed for Business Inactivity.—Failing other reasonably adequate explanation, the comet is now blamed for the present inactivity. One facetious person suggests that the business is in a comatose state.

Signs Ordered From the Sidewalks.—The Director of Public Safety has instructed the police department of Akron, Ohio, to have all signs removed from the sidewalks. An effort is being made to secure the passage of an ordinance that will require the removal of electric signs overhanging the sidewalks.

Merchants Combine Against "Donation" Seekers.—Merchants of Binghamton, N. Y., have signed agreements not to give to bazaars or fairs or buy tickets to local affairs, or advertise in other than regular newspapers. Some local charities are excepted, so that contributions can be made. A similar agreement was made a few years ago, but it was never lived up to.

Free Tickets to Men Who Wore Straw Hats.—Secretary W. M. Johnson, of the Riverview management, announced that every man appearing at the general offices in the grounds of Riverview Park, Chicago, wearing a straw hat Monday night, May 16, would be given a book of gate tickets. Johnson says it does not seem that the park season is in full swing until the men's straw hats predominate. The retail hatters should offer some similar inducement to men buying and wearing their straw hats early.

Supreme Court Upholds Bulk Sales Act.—The Supreme Court of the United States has upheld the constitutionality of the bulk sales act of Michigan. The question arose in the suit of the Musselman Grocer Company against Kidd, Dater & Price Company over the sale of goods by Frank B. Ford, a storekeeper at Berrien Springs, Mich. The decision of the Michigan courts was in favor of the Musselman Grocer Company, and upheld the law. The Supreme Court recently announced its agreement with those decisions.

Farmers Organize and Plan to Oust the Middleman.—The American Co-operative Union, to be incorporated with $1,000,000 capital, to fight high prices, was organized by farmers who attended the national rally, which closed at St. Louis recently. Thomas G. Nelson of Indianapolis is president; the Rev. J. T. Tuohy of St. Louis, secretary, and Thomas Emmerton of Bloomer, Wis., treasurer. Elimination of the middleman in the sale of farm products is planned, according to report. It is said that Gifford Pinchot would be asked to accept the presidency.

Merchants Discourage Trading Stamp Proposition.—The Business Men's Association of Norwich, N. Y., has passed a resolution discouraging the adoption by business firms of trading stamps.

Will Have Bargain Days.—The Business Men's Association of Carbondale, Pa., has decided to have bargain days every Thursday. Special train service will be secured, and bargains will be extensively advertised.

Trading Stamps to Invade London.—Thomas A. Sperry, who, it is claimed, originated the trading stamp business in America, was recently here to make the preliminary arrangement for establishing a branch of his business in England.

Worcester, Mass.—Half Holidays Arranged for Wednesdays During the Summer.—Department stores and other commercial interests have agreed to change the summer half holiday from Friday to Wednesday, beginning July 6 and ending September 7.

Chicago, Ill.—The recently opened People's Store, Radzinski & Co., proprietors, 2327-2331 Milwaukee avenue, is giving away cakes of perfumed soap as souvenirs with every 75-cent purchase. The firm's advertisement appears on the back of these cakes of soap, and to increase the interest in the souvenir the firm is offering prizes of $50 to the first ten parties who are able to wash the advertisement from the cake of soap.

Sales Managers' Association Plans Aeroplane Race.—The first amateur aeroplane race in America will be held in St. Louis, June 25, at the Delmar race track, according to plans announced by Albert Bond Lambert, president of the Aero Club, at the monthly dinner of the St. Louis Sales Managers' Association. The race will be open only to novices and persons who have never made a flight in an aeroplane which they operated themselves, and the entries will be largely from those who have built their own machines. Over $2,000 in prizes have already been posted.

BILL AFFECTING TRADING STAMPS.

ASSEMBLYMAN GOLDBERG has introduced in the Assembly, Albany, N. Y., a bill amending the penal law by substituting a new article, 208, for the present one in relation to trading stamps. It requires trading stamps and other similar devices to show the redeemable value, which cannot be less than one cent, and cannot be different for merchandise and money. The bill otherwise restricts the issue of trading stamps by such requirements as the issuance of a written or printed statement to the receiver of the stamps of the persons issuing them, the persons obligating themselves to redemption and the name of the receiver of the stamps. The bill requires bonding of persons, firms and corporations issuing trading stamps to dealers, in the penal sum of $25,000, the bond to be filed with the county clerk of the county in which the stamps are issued, and persons to be entitled to institute suit to recover on the bond for default in redemption of the stamps. Violation of the provisions of the bill is to be a misdemeanor, punishable by a fine of not less than $50 nor more than $100, and in default of payment of the fine by imprisonment for not less than 30 days; one-half of the fine to go to the informer.

WOLFF'S CRITICISE "BARGAIN" SALES.

IN a page ad, Wolff's, "Good Clothes Merchants," Washington avenue at Broadway, St. Louis, say in part: "The loud noises about bargains that most of the clothing merchants in St. Louis are making is an admission of weakness in the value of their goods. We have no such weakness or lack of confidence in the goods we sell; the prices that we ask for our Hart, Schaffner & Marx clothes are fair to you; they give you a profit such as you don't get in any other clothing store in this city, even when you buy other clothes at 'bargain-sale' prices. We specialize Hart, Schaffner & Marx clothes because of that fact; because the value to you is in them; because in the face of frantic attempts to cloud the issue by reduced prices on goods that you may not want at any price, we can offer you clothes that you can place your confidence in. You'll find before you're very much older that real quality in clothes is not so common as clothing stores; that when you can find a line of clothing that can always be depended on, it's wise to stick to that line, regardless of temptations to turn aside for experiments. We are three years old in this new business; every year has shown an increase in our business; nothing spectacular about it, just steady progress based on the merits of high-class merchandise demonstrated daily to men who want the best, and who appreciate value and are willing to pay for it. We want you to see these fine clothes we have here; see how fairly we have them priced; we want to prove to you that they are the biggest value you can get for your money anywhere. You will see here a complete assortment of suits in this season's newest fabrics and patterns in grays, blues and browns; a complete selection for you to choose from at every price, $18, $20, $25, $30, $35, $40."

Grand Rapids, Mich.—This city will hold a "home-coming and sixtieth anniversary celebration" August 22 to 27.

Arrested for Soliciting Customers on Sidewalks.—Max Zalk, a clothing merchant on Gratiot avenue, Detroit, Mich., has been punished by a fine of $100 or 90 days in jail for soliciting customers from the sidewalk.

UNJUST SUSPICION.

Farmer—"Here, boy; what are you doing with my apple?"

The Kid—"I was just going to climb up dis tree to put back dis apple, w'ich, I see, has fallen down."—Chicago News.

INCORPORATIONS.

Elwood, Ind.—Simon Clothing Company, incorporated. Capital, $10,000. Incorporators: S. L. and Charles Simon and Henry Jordan. Corporation succeeds to business of S. L. Simon, clothing.

Knoxville, Tenn.—Cureton, Kennedy & Galloway Company, incorporated. Clothing and furnishings. Capital, $50,000. Incorporators E. M. Kennedy, E. H. Cureton, John L. Galloway, E. H. Prater and E. D. F. Bowman.

Duluth, Minn.—Zenith City Co-operative Association, incorporated. General merchandise. Capital, $50,000. Incorporators: J. T. Smith, A. Magnuson, P. G. Phillip, T. Hansom, C. H. Foster, E. Jorgeson, H. Vedo and others.

New York, N. Y.—William Kleeman & Co., incorporated. Store fixtures. Capital, $1,999. Incorporators: Bertram W. Davis, James M. Betts, 280 Broadway; Max Gustine Riesser, 311 West Fifty-ninth street, New York. The corporation succeeds to the present business of the same name in the manufacture of store fixtures, with a sales office at 311 West Fifty-ninth street, and factories at 619 to 625 West Fifty-fourth street and 620 West Fifty-fifth street.

New York City, N. Y.—The Binger Company, advertising specialties, designs and novelties. Capital, $50,000. Incorporators: Arnold Binger, 714 Broadway; Felix Mandell, 132 East Eighty-second street; Jules H. Baer, 116 Nassau street, New York. Jules H. Baer, who is an attorney, stated that the corporation will simply succeed to the present business of the Binger Company, advertising specialties and novelties, 714 Broadway. The corporation was formed for purpose of investing additional capital in the business, he said. The officers of the corporation are: Arnold Binger, president, and Felix Mandell, secretary and treasurer.

Merchants' Association Formed to Fight Chicago and New York Retail Mail Order Houses.—A Merchants' Association has been formed at Reno, Nev., for the purpose of co-operative work in connection with a number of matters, including the upbuilding of the city's commercial interests. One form of work which will be undertaken by the association will be a strong fight against the big retail mail order houses in Chicago and New York, which have been taking away considerable business from Seattle retailers. W. W. Settle, of Mott & Settle, women's and infants' wear, this city, has been elected president of the association.

Philadelphia, Pa.—Employes of Gimbel Bros.' Subway Store Give Instructive Entertainment.—An interesting little drama, entitled "The Floorman's Nightmare," dealing with the business life of the salespeople employed in the Gimbel store, was produced in the big auditorium on the seventh floor before a large and appreciative audience of Gimbel employes. The play was composed by M. F. Perrine, superintendent of the Subway store, who acted as manager, and W. D. Woodley, assistant buyer of dress goods in the basement, who acted as stage director. George Oldewurtel, assistant buyer of men's furnishings, underwear and hosiery of the Subway store, was musical director. The cast was made up of twenty-five employes from the various departments of the Subway store. The purpose of the entertainment was to suggest improvements among the salespeople, to show how mistakes are made and how they may be corrected. Interspersed with the verses, songs and dialogues was just enough humor and fun to make the affair the right sort of amusement.

Suburban Repartee

By J. K. Bryans.

"Does she give much milk, sonny?"
"Oh, no, sir. We have to take it away from her!"

"Don't you ever feed him no oats?"
"Oats! Why, I give him one every morning!"—Chicago Journal.

Pittsburg, Pa.—Unfavorable Weather a Drawback to Business.—While orders have increased in the coal districts, attributable to the resumption of coal operations, the unfavorable weather conditions have caused a slump in the sale of seasonable goods. Collections have improved somewhat within the past ten days.

San Francisco, Cal.—No Improvement in Volume of Business.—There was no improvement in the volume of business last week, and in many quarters complaints of dullness were heard. Small dealers felt the lack of trade most keenly, while larger establishments were disposed to regard the lull as merely a temporary incident and pointed to increased building operations in the city as an indication that business would be active in the near future. Several clothing stores offered inducements at special sales, but failed to increase trade to any great extent. Jobbers found little doing in fill-in orders.

TOO LATE TO CLASSIFY

Chicago, Ill.—United Shirt and Collar Company.—The Chicago office and salesroom of this firm are now located in the new Lion building, Fifth avenue and Congress street.

Cincinnati, O.—John Shillito Company to Erect Four-Story Building.—A four-story steel and concrete building is to be erected by the John Shillito Company, dry goods, to the north of its building.

To Raise Prices on Suspenders?—It is rumored that there is a movement on the part of some of the suspender manufacturers to try and get together and raise the price of the $2.25 line to $2.50. Leading manufacturers interviewed on the subject deny the rumor.

The Fifteenth Annual Convention of the National Association of Credit Men was held in New Orleans, May 17-20, inclusive. President McAdow and First Vice-President New were unanimously re-elected. The meeting was well attended and matters of interest taken up.

Des Moines, Ia.—William C. Sexauer, aged 49 years, manager of the men's furnishing goods department of the Utica Clothing Store, dropped dead May 21, as the result of a hemorrhage of the lungs. He had just returned from the funeral of a friend and was walking along Sixth avenue when the attack came, and he expired before a doctor could reach him. Mr. Sexauer had been connected with the Utica store for the last eleven years in the capacity of manager and buyer for the men's furnishing department. He was extremely popular with the proprietors and employes of the store and had a host of friends whom he had made during the twenty-eight years he had been in Des Moines. He was a member of the Masonic lodge, Brotherhood of Elks and other fraternal orders. His widow and a sister survive him.

Waterloo, Ia.—Morgan & Sullivan of Deadwood, S. D., clothiers, will open at Waterloo about November 1, 1910, taking the store now occupied by the clothing establishment of G. A. Bradley. Mr. Bradley is to retire from business and the store will be entirely refitted by Morgan & Sullivan.

New York, N. Y.—In an advertisement Monday, May 23, Rogers, Peet & Co. quote woolen men as saying that black and white Bannockburn and pin check effects will be widely worn next fall as mourning for the late king of England. They state they have these fabrics now in suits ready to put on at $25, $28 and $30.

New York, N. Y.—Rumor That May Company's Stores Are to Form Nucleus of $20,000,000 Retail Combination.—There is a rumor current that a large retail combination is to be formed with a capital of perhaps $20,000,000 and that the stores of the May Company, at Denver, St. Louis and Cleveland, may form its nucleus. No confirmation of the report is available.

A Cable From Fairchild's, Paris, Says:—All the great establishments here, department stores and most of the shops, have the English colors hanging at half mast. The Carnival Devenise on the Boulevard des Capucines has trimmed two windows in black ties, canes, gloves and white and black shirts in memory of the late king, and are thus making offerings in anticipation of the demands of the fashionable English colony in Paris. The weather continues deplorable, like the midst of winter.

New York, N. Y.—Upward of fifty delegates to the convention and first semi-annual banquet of the National Association of Clothing Designers met in the Waldorf apartments of the Waldorf-Astoria on Saturday last. President Sigmund Lewis, of Schloss Brothers & Co., Baltimore, presided. It was unanimously decided that the association's conventions and banquets be held semi-annually in January and July. The next one will be held in Baltimore next January. It was also decided that each representative should at each convention exhibit at least one model garment of his own creation for consideration and discussion. The association's object is to advance the profession of the clothing designer, and thus to continue the perfecting of ready-to-wear clothing. The association plans to increase its membership to include all of the possible two hundred members of the craft and to have affiliated branches in each of the large markets where ready-to-wear clothing is manufactured. The present convention and banquet were most cordial and enjoyable.

BUSINESS NOTES.

Herman Kohn, of Kohn Bros. & Co., Cleveland, O., accompanied by Mrs. Kohn, will sail June 2 for a two months' tour of Europe. Mr. Kohn has been in poor health all spring and is taking this foreign trip upon the advice of his physician. He stated, when in Chicago market recently, that his firm's business booked for fall showed a healthy increase over that of a year ago.

Outer Walls of New American Woolen Company's Building Completed.—The outer walls of the new American Woolen Company's building, Fourth avenue and Eighteenth street, New York City, are completed, and the pennant of the company was floating from the flagstaff May 13.

Working Nights.—It is reported at the office of Samuel Rosenthal's "Rochester Special," New York, that the firm's business has increased to such an extent that they are obliged to work three nights a week on goods for fall delivery. The volume, it is said, is far in excess of last year's business.

Aldrich & Davis Company, 291-297 Fifth avenue, Chicago, announce that their fall and holiday lines are ready and that their salesmen are en route. They are featuring their well-known "Pearl Trim" suspender in a large line of silk and elastic webbings. They also show a complete assortment of metal-trimmed goods.

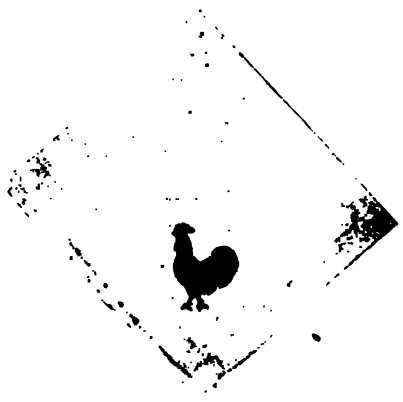
The new Schafer "Chestgard" muffler, now being sold for fall, 1910-11, is intended to fill the demand for a garment that fully protects the chest as well as the neck against the wind. There have been mufflers and mufflers, but this, according to the makers, is something entirely new. It is made of soft leather or corduroy, making it windproof; has a soft silk or felt lining and is made with a flexible worsted neckpiece, permitting its adjustment to different-shaped necks. It fastens with a neat snap-button front, which helps it to fit neatly and

snugly about the neck. It is not bulky nor clumsy, will wear well, and in appearance it is neat and dressy. It can be retailed at popular prices, the corduroy mufflers at 50 cents to $1 each, and the leather at from $1 to $3 each. The "Chestgard" is manufactured by the Schafer Muffler Company, 260-2 Fifth avenue, Chicago, who are now working on orders for delivery in June and later, and are preparing for a large business. Wm. Ballin & Co., 453-7 Broome street, New York, are the eastern representatives.

Special attention is paid to juvenile headwear by the well-known hat house of M. Gimbel & Sons, Chicago. They are showing an attractive assortment of boys' hats for the coming season.

MEN'S WEAR.

Fall Orders Way Ahead of Last Year.—Several of the traveling salesmen representing Kornmann, Cohen & Ettlinger, New York, makers of boys' and young men's clothes, are back from the road, and Al Cohen of the firm states that the aggregate orders for fall booked by the firm so far are greatly in excess of the amount booked for the corresponding date a year ago.



A Chantecler handkerchief noticed on display in a New York City furnishing goods store is shown in the accompanying illustration. The Chantecler was embroidered in Chinese style and worked up in brilliant shades of red, yellow and green.

The handkerchief is said to be meeting with an excellent sale.

Al Hermann, of the Firm of Hermann & Monheimer, New York, Sails on the Steamship Lapland, and Will Not Return Until About the Middle of July.—Mr. Hermann will visit London, Berlin, Paris, Vienna, as well as other centers of trade, and while abroad will place his orders for especially woven blanket robes for next winter, and for fancy vestings. Prior to Mr. Hermann's departure, he was agreeably surprised by the presentation by his employes of a handsome silver loving cup.

In the new ventilation and drainage window sash, which is about to be announced by the Kawneer Manufacturing Company, Niles, Mich., will be found, it is claimed, an effective and practical device by which the merchant can regulate the amount of ventilation entering his show window. By simply pushing a slide a full and effective current of air is admitted, creating a perfect circulation next to inner surface of glass, thus eliminating all possibilities of frost or sweat accumulating on the windows during sudden changes in temperature. When the slide is closed, as it can be during the dusty days of summer, no dirt can enter through the ventilation openings.

Geo. P. Ide & Co. Branch Managers Meet.—A conference of the branch house managers of Geo. P. Ide & Co. was held in Troy recently, lasting four days. There were regular sessions both day and night, in which were discussed plans that will tend to nationalize the selling and advertising of both "Silver Brand" collars and "Silver" and "Ide" shirts. A new and very carefully thought out plan was adopted and will be put into operation at the same time by each of the branch house managers. Considerable enthusiasm over the results already secured through the national publicity given "Silver" brand collars prevailed, and a persistent effort to give every dealer handling "S. B. C." general publicity that would add very materially to the local interest in and sales of "S. B. C.," was decided upon, and an altogether new scheme was outlined for accomplishing the desired results. Among those present at the conference were Frank B. Twining, of the firm and the general sales manager; Geo. B. Beatty, manager of the Chicago branch house; Chas. S. Burgess, manager Boston branch; Walter B. Huff, manager San Francisco branch; Mack L. Taylor, of the Dallas branch, and Frederick Drowns, advertising manager; D. W. Galt Aiken, manager of the New York branch, who was expected, was too ill to attend the conference, being confined to his home.

L. Dreyfus & Co., clothing manufacturers, Chicago, are announcing for immediate delivery a line of all-wool blue serge suits at $8.

ELY MEYER.

ELY MEYER, senior member of the firm of Ely Meyer and M. C. Simon, manufacturers of clothing of Rochester, N. Y., and well known in the clothing trade throughout the country, died at his home in that city May 11. Mr. Meyer was 50 years old. He had resided in Rochester for the past forty years; had been identified with the clothing industry for many years and established the present business of Ely Meyer and M. C. Simon in 1897. At that time the output was sold by Michael C. Simon, his brother-in-law, the remaining partner, to progressive retailers in large cities, and in January, 1902, Mr. Simon became a partner in the business. Besides selling to retailers throughout the country, the firm a few years ago started to establish its own stores and is now operating stores at Chicago, Boston, St. Paul, Minneapolis, Indianapolis, Evansville, Ind.; Louisville, Ky.; Birmingham, Ala.; Atlanta, Ga., and Los Angeles, Cal.

ELY MEYER

Ely Meyer was a remarkable man in many respects. He once told the writer the story of his early struggles and dire poverty, and it was a really tragic tale, one that would discount many of the life experiences that are exploited as emotional melodramas. It is the irony of fate that a man who had fought as valiantly as he did should have to die just as he was at the time of life when he could have enjoyed the fruits of his exceptional fight, had disease kept off its grasp.

Mr. Meyer is survived by his widow, three sons and a married daughter.

All the stores of Ely Meyer and M. C. Simon were closed May 13, the day of the funeral.

His partner, M. C. Simon, at whose suggestion the firm opened and operated its eleven retail stores, and who has always had the sole management of the selling end, says that there will be no change in the ownership or management of the business.

At a meeting May 13 of the Rochester Clothiers' Exchange, a fitting tribute to the memory of Ely Meyer was adopted and an engrossed copy was sent to his family.

Joel Mann, of the firm of Levi, Mann & Co., Chicago, will leave for Europe the latter part of May for a six weeks' trip. Mr. Mann will visit Germany and other points of interest.

Fall Orders Ahead of Last Year.—Mr. Meyers, of the firm of Meyers, Crown & Wallach, New York, has returned after completing his fall trip, and reports that his firm's fall booking on heavyweights is in excess of their business for the corresponding date last year.

Using Automobiles to Excellent Advantage.—Two of Cluett, Peabody & Co.'s Philadelphia salesmen are using run-about automobiles to excellent advantage in going about the city and suburbs to visit the retail trade. This company will put three autocar delivery wagons in service about June 15, for the purpose of delivering all packages to the trade in this section. They are now running three delivery wagons and a truck, besides having a package company deliver a good deal of their goods. With these three autocars they will do away with their delivery wagons and truck, and also the outside assistance.

SOLOMON MILLER.

SOLOMON MILLER, head of Miller Bros. & Co., shirt manufacturers at 330 Market street, Philadelphia, died at his home, 1710 Mt. Vernon street, at the age of 58 years. He was well known for his connection with many Jewish charities and had been an active business man for 40 years. The business of Miller Bros. & Co. will be continued by Clarence and Leonard Miller.

SOLOMON MILLER

The A. S. Dimmick Novelty Company, Belding, Mich., manufacturers of the "Justrite" garment hangers, have changed their name to the Justrite Manufacturing Company.

Chas. Tobias, Bro. & Co., cap manufacturers, Cincinnati, O., state that the sale of the better grade golf caps for fall, 1910, has been enormous. They say the demand is growing for the big full-shaped cap with the long square visor, to retail for $1, $1.50 and $2. The longer the visors and the fuller the shapes, the better the young fellows take to them, as their fondest desire in a cap is realized when that article is so designed and tailored that it will cover up the greater part of their face and project far beyond the nose, and at the same time fit snug and close down around the ears. The cap, although full in shape, must not bulge out, but must fit so close as to reveal acutely the outlines of the head. In the line of this firm plaids, pin-checks, shepherd plaids and big black stripes predominate—in fact, any pattern that is loud and decided will sell these days, although the tendency is growing to brown shadings this fall, and the more modest pin-checks are displacing the vociferous plaids on future orders. The taped-seam cap is very popular even for fall, as the material used in the better grade of caps is heavy enough and woolly enough to warrant the taping of the seams. "The Gaylor," made by the firm, has been a big seller in this style of cap.

To Push Muto Coats in England, Germany and France.—In response to several inquiries about the Muto patented collar from abroad, J. D. Steefel, of the Muto Sales Company, Rochester, N. Y., is arranging to sail on May 28 for a trip to see the important clothing people of England, France and Germany. In Canada, where the right to use the Muto collar is controlled by Lowndes Company, Ltd., of Toronto, the success with it, it is stated, has been so great that Mr. Steefel feels like being on the ground himself to explain its advantages to important interests in the countries he will visit.

Pomeroy Brothers, neckwear manufacturers, Chicago, report large sales of "Chantecler" novelty four-in-hands, to retail at 50 cents and 25 cents. They brought out this novelty early in the season, offering it only as an extreme novelty, and left it entirely to their trade to decide on its merit. The results have been extraordinary, the firm states, and although they are running two ranges and have placed several duplicate orders with the mills, they are finding it difficult to supply the demand. One of their ranges consists of six designs, showing barnyard animals prominent in the play of "Chantecler," while the other range is made up of figured designs in the bright Parisian cardinal. This firm is also selling a black four-in-hand with a rooster sewed on the end, which makes a safe and practical 25-cent novelty, as the silk rooster can be ripped off, leaving a staple black four-in-hand.

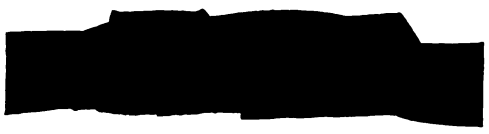
The Mac Smith cap is an innovation which McCurrach & Smith, Chicago, will put on the market in the near future. It is a decided novelty in an all-silk cap, intended for high-class shops. It is especially adapted for golf and outing wear.

Good signs of the times are reflected by a petition to Blum Bros., men's furnishing goods, Chicago, whose salesmen urge them to have envelopes made larger than the ones used at present, as the orders taken each day make it difficult for them to squeeze the big package into the envelope now in use.

The Tongueless Buckle "Hit."—"Big sales, a continuously active demand and the instantaneous jump into popularity of the 'Latter-Day Buckle,' a tongueless buckle for the latter-day man who wears a belt," says the Harris Suspender Company, "have placed this perfectly simple and practical buckle into a foremost position that is apace with the horseless age in modern improvements." Dealers are making this "Latter-Day Buckle" belt a part of their belt line, because, the manufacturers say, "it sells without demonstration, is perfect in meeting every requirement of a belt buckle, is positive in its grip, and neat and dressy in its appearance, gives absolute trousers adjustment, and does away entirely with the belt holes necessary when a tongued buckle is used." The buckle is to be had in a variety of finishes on belts of different leathers in black, tan and gray, from the Harris Suspender Company, 140-146 West Fourteenth street, New York.

NO. 1. SHOWING "LATTER-DAY BUCKLE."

NO. 2. SHOWING BELT BEING INSERTED THROUGH BUCKLE.



NO. 3. SHOWING BELT BUCKLE AND BELT JOINED, PRODUCING A SMOOTH AND "SMART" EFFECT.

Camille Perrin, son of the senior partner of V. Perrin & Cie, who has been visiting this country since January, sailed May 18, on the Oceanic. He will visit the company's plants at Grenoble and Millau. He will also visit London and Paris to get posted on the latest styles, returning to this country about September 1. He will then call on the trade in Pennsylvania, Maryland, Virginia and Washington, D. C.

Farewell Dinner to Herman Wile.—At the Iroquois Hotel, Buffalo, on May 18, business friends and associates of Herman Wile gave him a complimentary farewell dinner before his departure on May 23 with Mrs. Wile on a ten weeks' trip abroad, during which he is to visit the town of his birth, where his aged father still lives. Besides the guest of honor there were in attendance Mayer and Isaac Wile, brothers; A. S. Aronson, Julius Weiss, Edward G. Hochstetter, Armand S. Weill, Joseph Rothschild, John R. Warner, Alphonse Weill, David Geismar, Abraham Greenberg, Sigmund Boch, Ely Oppenheimer, Sidney J. Schulman, Gotlieb Steinfeld and C. P. Woodruff. On behalf of the friends of Herman Wile, Julius Weiss, in an appropriate speech presented him with a heavy gold monogram watch fob, that he accepted in a feeling address, stating that he should ever prize it very highly as a tribute of the esteem of those with whom he has been most closely connected in business. Most of the guests made impromptu addresses, in which hearty tributes were paid to the personal traits of character that have made the business success of Mr. Wile so conspicuous. Over and over again the glasses were clinked as his voyage and safe return were toasted in a most enthusiastic manner. And each time Toastmaster Aronson attended to the refilling of the glasses.

QUEER CLOTHES FOR THIEVES.

FEW people are aware that in Europe there are trades men who cater almost exclusively to the criminal classes, although, for obvious reasons, the business has to be carried on cautiously under cover of some other occupation. During the shady portion of my career I ran a clothier's business in the East End, but most of my income actually came from thieves, for whom I made to order special clothing peculiarly adapted to their requirements.

The average thief, I may tell you, finds the conventional coat unsuitable for his work. He must have a garment which will aid him in adroitly concealing the fruits of his plunder. The typical thieves' coat contains at least a score of pockets of various sizes, made in portions of the garment where you would least expect to find a pocket.

One coat I remember making, to the order of a gentleman whose elect vocation was that of confiscating pet dogs, contained a pocket of immense capacity, inside which were two other long, narrow pockets, the latter being artfully designed as resting places for the legs of the stolen dog, while the body of the animal reposed in the larger receptacle. The personage referred to was very particular that his order should be strictly carried out, and he cheerfully paid the two pounds I charged him, the garment being of unusual dimensions. A coat I once made for a swell burglar was fitted with numerous pockets, cunningly concealed for the conveyance of such professional tools as jimmies, chisels, files and a burglar's lamp made to fold and fit into a small space.

An acquaintance of mine in those days was an inventor and manufacturer of special paraphernalia used by thieves. One of his successes in that line was a sort of telescopic fishing rod, for the specific use of men who steal money across shop counters and public house bars. When not in use the contrivance could be carried as a walking stick, but when extended, with birdlime on the extremity, it was easy enough to pick up coins at a distance of six feet. The same man invented a thieves' portmanteau, having a false bottom, with springs attached for the deliberate purpose of "lifting" luggage at railway stations.

Another man I knew was an adept at making cardboard safes to represent those used by jewelers and others. These imitation safes were collapsible and could be carried with ease by a professional burglar. They were painted so as to exactly resemble the genuine receptacle. Their special use was to take the place of the real safe when the latter was conveyed elsewhere for more convenient handling.

The thieves' umbrella is another useful article, invented by a man in the same line of business. The umbrella looks innocent enough to a casual observer, but near the ferrule is a cunning little clip which can be opened and closed from the handle, and is much used by thieves to reach and hold small articles of value which may temptingly present themselves.—London Answers.

Tricks in All Trades.—"When England levied heavy duties upon kid gloves," says the American Industries, "a smart British importer used to import a case of left-hand gloves at one port, refuse to pay duty and buy it at auction for a nominal price. Then he used to get a case of right-handed gloves shipped to another port, where the same procedure was followed."

Our Enlarged Facilities

have again placed us in a position to cater for new trade on

Our Special No. "999D"

a double-breasted blue serge knicker-bocker suit as per illustration with English serge lining, bottom faced, taped and double raised seams, pants full lined, sizes from 7 to 17. PRICE

$3.50, STRICTLY NET

To merchants who are not acquainted with this number we will submit samples.

A. Sherwin & Bro.

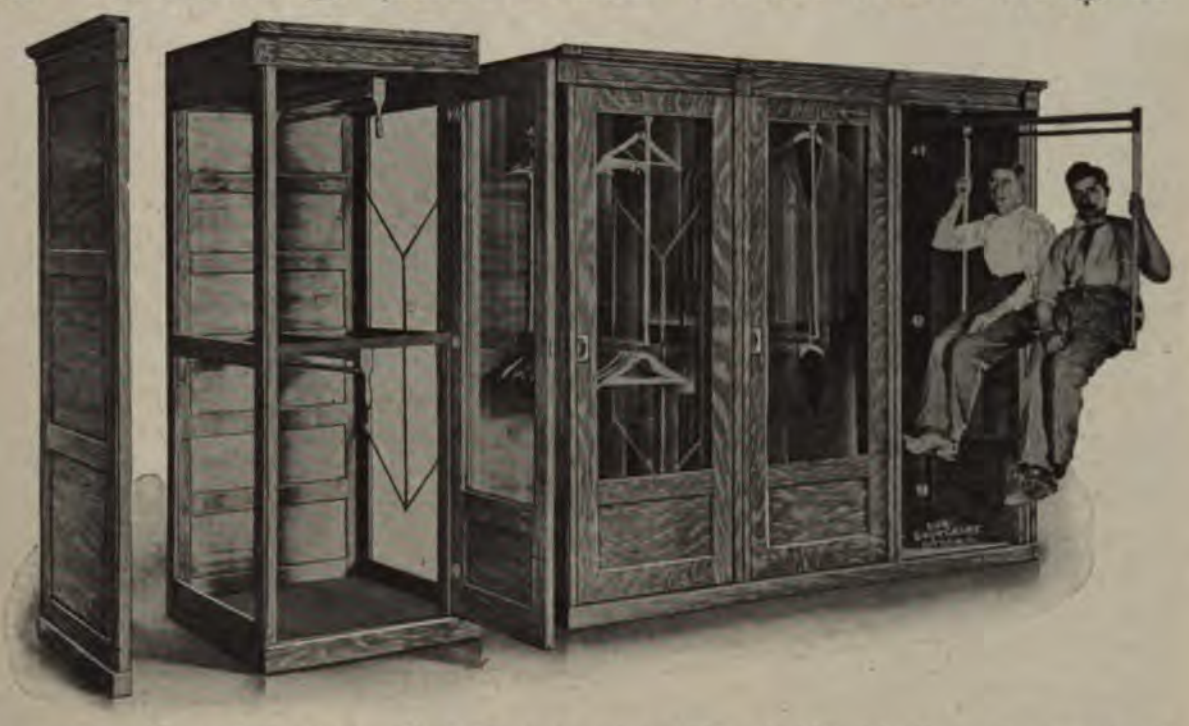
Manufacturers of

The *"Bettergrade"* Clothing

AT POPULAR PRICES

We Make Clothing Cabinets That Are Right

The Cabinets That Make Sales



Our disappearing doors are veneered over a built-up core. No twisting or warping. Always straight. The disappearing arrangement is correct in every detail. Our slides are roller bearing, require no oiling and operate almost at a touch.

Send for our catalog and get in communication with us, if you want the best.

THE S. S. COX SHOW CASE CO. - - - - BRYAN, OHIO

IT IS DESIRABLE TO MENTION THIS PAPER WHEN WRITING ADVERTISERS.

WEARING APPAREL AND FASHION SHOW – Coliseum, Chicago

11,000 INTERESTED VISITORS

IN ONE DAY, UNDER ONE ROOF

And What Some of the Live Retailers Say

One says:

"IT MEANS A FEW DAYS AWAY FROM BUSINESS, and gives an opportunity to compare lines without obligation to anyone. In modern merchandising it is no small part of a live retailer's interest to keep posted on what others are doing."

Another says:

"THE PROCESSES OF MANUFACTURE are also of interest as well as the finished product, and the Show has an educational advantage that should not be overlooked. The up-to-date retailer is just as much interested in the newest developments in his line as the manufacturer, and he looks upon an exhibition of this kind as an opportunity to interchange thoughts and opinions with others whose interests are in common with his.

Others say:

"THEY ARE ABLE TO SECURE IDEAS and information that help them in promoting their business interests. Take for example any brand of Wearing Apparel, and in his town each merchant is known as the Agent for such and such a brand. He can stop at all of the exhibits at the Show and see the other makers' models and mentally compare the offerings with his present firm's product. The concentration of the manufacturers and distributing sources helps to save the retailer's time. There are hundreds of retail merchants in the Men's Wear lines in the territory West of Chicago who come to the City to purchase their goods and who never go East. These merchants would all be greatly pleased with the opportunity to be able to see so many lines under one roof.

THE GREAT CE

Where the Interest of the Enti
Concentrated Duri

Chicago Wearin

Buyers, Retail Merchants, and Cl
are Cordially Requested to Send The
ing the Entire Week.

NA

Post Graduate
Trade Mark
E S W

Post Graduate Clothes

FOR

FALL AND WINTER 1910

Young Men, Boys and Children

The inimitable showing which we make this season is crowded with charming examples of what clothes can be when quality is the watchword.

Value crowds out on every side of every model. The fabrics have character, strength and a surplus of good looks.

Our travelers have now returned from the road bringing with them more orders than ever before, but the great increase in our size and working facilities will permit our accepting additional orders. It is not yet too late for you to learn of the style and quality of the "Post-Graduate" line. We'll send samples and swatches if you'll write for them.

Eagan, Sindel & Walter

NEW YORK

HELPS FOR THE BEGINNER

EASY WINDOW TRIMS

FOR CLERKS WHO

WANT TO LEARN

$1.25

CHARGES PREPAID

MONEY MUST ACCOMPANY ORDER

WE BOUGHT THE WHOLE EDITION FROM THE MERCHANTS' TEXT BOOK CO.. HENCE THE LOW PRICE

THE BOOK HAS 600 ILLUSTRATIONS OF ELEMENTARY RULES AND PRESENTS FUNDAMENTAL FACTS FOR THE INEXPERIENCED AMBITIOUS TO LEARN RUDIMENTS

FAIRCHILD COMPANY

PUBLISHERS OF

MEN'S WEAR

AND

CHICAGO APPAREL GAZETTE

THE RETAILERS' NEWSPAPERS

LEES BUILDING. CHICAGO

42 EAST 21ST STREET NEW YORK

SUMMER UNDERWEAR

For Immediate Delivery

In all classes and in all grades to be retailed at from 25c. to $5.00 per garment.

Full lines of

Otis —Fifty-Cent Balbriggans, Lisles, Sea Islands and better grades.

ALSO

Reis —Absorbent, coat cut, sleeveless shirts and knee drawers. (Style 330 C, $4.25 per dozen.)

Samples Expressed Prepaid

on request, of any of the styles in which you are interested.

WRITE OR TELEGRAPH US TODAY

Reis absorbent Balbriggan Lisle and Sea Island

Reis Union Suits

Reis Raguet's French Underwear

Reis Athletic Underwear

Reis Derby Ribbed

Reis American Silk Finish

Robert Reis & Co.
Men's Underwear
560-562 BROADWAY
New York

B.V.D.
Trade Mark. Registered U.S. Patent Office
UNDERWEAR

Reis Mesh

Reis Dollar Silk Finish

Reis Silk Underwear

Reis Stuttgart Finish

Reis Glastenbury Health Underwear

Reis Royal Plush

Reis Dr. Ruff's Stuttgart Underwear

IF WHAT YOU WANT IS NOT ADVERTISED, THEN ADVERTISE FOR IT

Somewhere around your establishment you doubtless have a show case or two, some window fixtures or other articles of store equipment which you no longer use, but which some other merchant would be glad to purchase from you. Through these columns you can reach that other merchant.

RATES FOR ADVERTISING IN THE CLASSIFIED COLUMNS:

Positions Wanted, two cents a word; minimum charge 50 cents. If inserted in both MEN'S WEAR and the CHICAGO APPAREL GAZETTE, total charge three cents a word. Display ads., $1.50 an inch.

Help wanted and other miscellaneous headings, three cents a word; minimum charge 75 cents. If inserted in both MEN'S WEAR and the CHICAGO APPAREL GAZETTE, five cents a word.

Display advertisements, $2.00 an inch. Remittance must be sent with order, as these amounts are too small to open accounts.

RETAIL POSITION WANTED

BY QUICK, SIGHTLY WINDOW DRESSER AND A1 clothing salesman; can write tickets; essential hustler; best reference. Address W 525, care of Fairchild Co., Chicago, Ill. 5-25-1pb

FURNISHING BUYER, EXPERIENCED AND SUCCESSful, department manager and advertiser, sixteen years of "knowing how;" references, two of New York's largest and most successful outfitters; information cheerfully given. Address R 525, care of Fairchild Co., Chicago, Ill. 5-25-1pm

BUYER OF YOUTHS' AND CHILDREN'S CLOTHING, BOYS' HATS AND FURNISHING GOODS; could buy men's clothing. At present employed but would make change. Connected for twelve years with one of the best houses outside of New York. Can furnish best of references as to experience, ability and integrity. Address 249, care of Fairchild Co., 42 East 21st Street, New York. 5-25-1pb

POSITION WANTED

BY MAN THOROUGHLY EXPERIENCED IN THE MANUfacturing of shirts; a thorough organizer and manager and capable of operating factories on a large and successful scale on all grades of goods; have been connected for a number of years with one of the largest and most successful shirt houses; open about August first. Address 252, care of Fairchild Co., 42 East 21st St., New York City. 5-25-1pm

RETAIL HELP WANTED

WESTERN POSITIONS—FOR SEVEN YEARS WE HAVE furnished the principal merchants of the Rocky Mountain and Pacific Coast states with retail salesmen and buyers in dry goods, clothing, furnishings and shoes; window trimmers, card writers and advertising men. Can render valuable service to well-qualified mercantile men open to consider western positions. Information regarding methods and charges upon request. BUSINESS MEN'S CLEARING HOUSE, INC., DEPT. Y, Century Bldg., Denver. 5-11-2cm

YOUNG MAN WANTED WHO IS THOROUGHLY FAMILiar with clothing, shoes, hats and furnishings; would prefer one who knows ladies ready-to-wear, too; must be a hustler. Address C 525, care of Fairchild Co., Chicago, Ill. 5-25-1cb

RETAIL HELP WANTED

Brains Wanted

A Brainy Man Who Knows How to Increase the Clothing Department

Will start you with $150 per month with unlimited increase according to ability; give full particulars.

Address **"WEIN'S,"** BUTTE, MONT.

5-25-1pm

HELP WANTED

CLOTHING SALESMEN WHO WANT TO BETTER their condition, those who seek bigger and better things, can find something they are looking for by addressing E. L. MOON, Station A, Columbus, Ohio. 5-25-15cm

SALESMEN WANTED

TRAVELING SALESMEN—MEN EXPERIENCED AS REtail clothing salesmen or in taking measurements for men's made-to-measure garments to hold special displays of woolens with our agents and to assist them in booking orders; splendid opportunities for men of ambition; references, age and complete business experience to accompany application. E. WACHTEL, Sales Manager, 833 W. Main St., Louisville, Ky. 5-11-5pb

OUTSIDE SALESMEN CARRYING 50-CENT NECKWEAR line to carry a popular 25-cent line of men's neckwear as a side line on commission basis; one who resides and sells in a large city, and also sells in suburban towns. Address G 525, care of Fairchild Co., Chicago, Ill. 5-25-1cb

NECKWEAR SALESMAN—PROMINENT NECKWEAR house requires hustling salesman with established trade on commission basis for the following territories: Ohio, Indiana, New York, East and South; unmatchable line; good opportunity. Address G 2073, care of Fairchild Co., n. e. cor. 13th and Market Sts., Philadelphia, Pa. 5-25-1cm

Will Negotiate With Salesmen

For Northern Iowa, South Dakota, North Dakota and Minnesota

Only experienced clothing men, well established in the territory, need apply. All communications confidential. Address **W 511,** care of FAIRCHILD CO., Chicago, Ill. 5-11-tfcb

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WE'VE ANNEXED A FACTORY

HAD TO DO IT

"Alco System" Progress

A few seasons ago our large plant was considered sufficient for a gradual, healthy growth for several years to come. We have steadily forged ahead and it has become necessary to add to our tailoring shops — hence the annexed factory.

This additional space so enlarges our facilities that we will be able to care for our increased business in a manner entirely satisfactory to our customers. We know that

"ALCO SYSTEM" Clothes

cannot be bettered — that they are absolutely correct in style, unapproachable in quality and perfect in workmanship and finish.

If you want to sell clothes that are made by progressive manufacturers, sold by progressive merchants and worn by progressive men, send a postal with a request to see the Fall Line of "Alco System" Clothes.

Arnold, Louchheim & Co.

Makers of "ALCO SYSTEM" Clothes

Eleventh, Wood and Carlton Streets
PHILADELPHIA, PA.

CHICAGO ST. LOUIS

810 Broadway, NEW YORK

JUN 10 1910

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MEN'S WEAR

THE RETAILERS' NEWSPAPER

Volume 29 Number 3

JUNE 8, 1910

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BY
FAIRCHILD COMPANY

PRICE 15 CENTS

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"Good Sellers" Because Good Clothes

Even to the men who sell them, the virtue of Adler-Rochester Clothes does not lie altogether in their unique salability.

It lies in the way they're made—the infinite reinforcement of the hidden parts—the style, the fit, the finish.

It lies in the 100 per cent clothes value that they represent—and the assurance of a contented customer in every purchaser of **ADLER-ROCHESTER-CLOTHES**

It has truly been said that the best-dressed men in the world wear these famous clothes. And this is so because they've been made the best since 1869.

Today, Adler-Rochester-Clothes are worn by the men-who-know of six nations.

That community in the U. S. which lacks an Adler-Rochester dealer, lacks one of America's finest products. If you are one of such a community, it will pay you to write us today.

Sample garments, swatches, etc., sent on request.

L. Adler, Bros. & Co.

ROCHESTER, N. Y.

Boston: Oak Hall Bldg. **Chicago: 77 Jackson Blvd.**

The Best Ever

Judging from the number as well as the volume of the orders which we have booked for Fall 1910, the trade is quick to appreciate the one quality which characterizes our clothing more strongly than any other.

This is VALUE.

We have nothing else to offer you except MERCHANDISE, but until you have seen it and judged it for yourself you cannot draw comparisons.

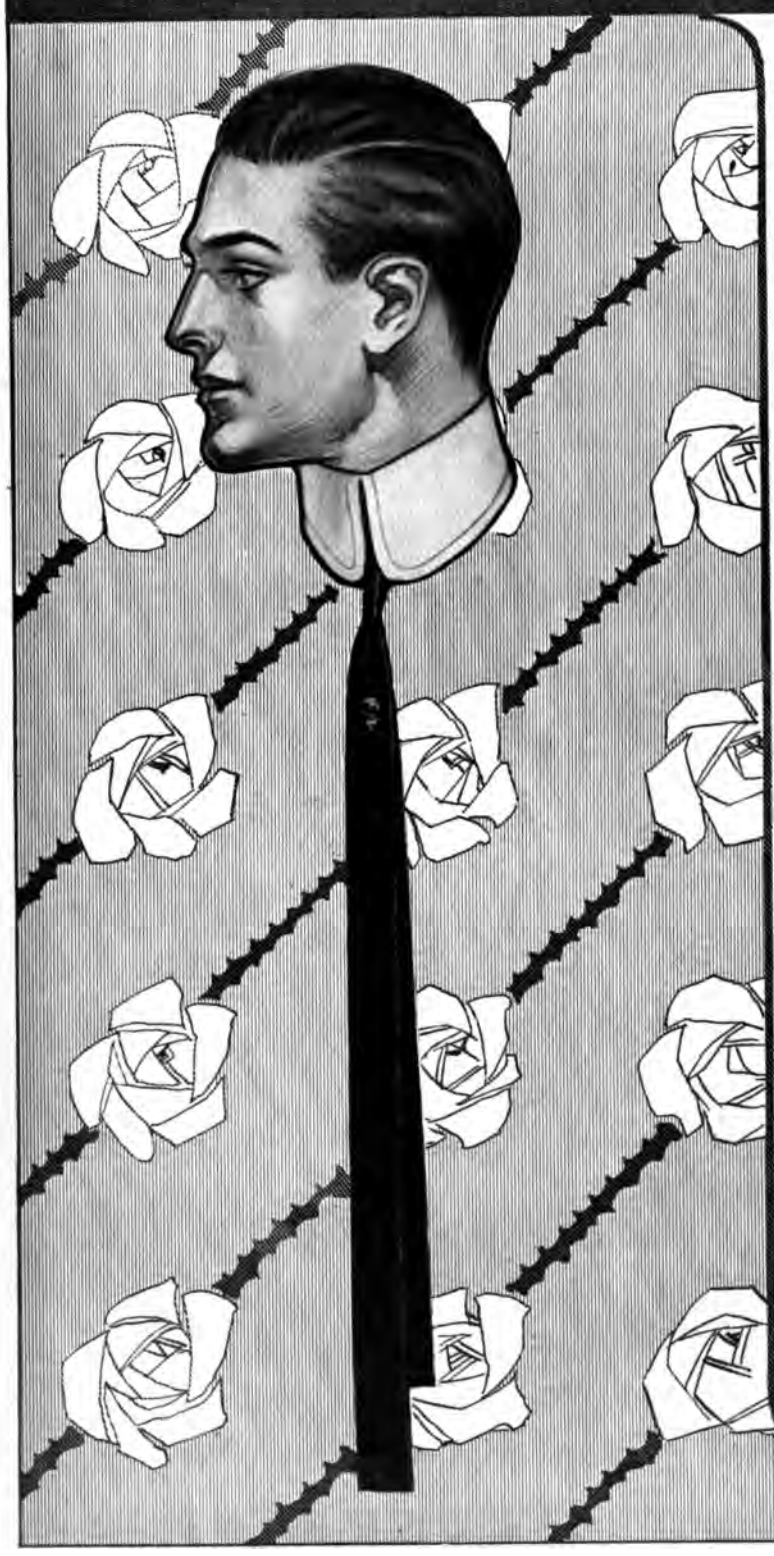
We have yet to find a real live merchant who does not welcome an opportunity to compare values.

Are you one of the live ones?

Barron, Thompson & Anderson Co.

36 Otis Street, Boston, Mass.

LeMar Cravats



RIGHT-away delivery with us means *right-of-way* delivery —nothing is allowed to block the *immediate* shipment of a "rush order"—no eleventh-hour apologies or last-minute excuses.

therefore,—whatever your need in Summer Scarfings for *right-away* use—Tubulars, Rumchundas, Foulards, Panels, Bordered Ends—count on us supplying it, as fast as wheels can spin over rails. "Marsaline" is a carefully guarded novelty, that we can only whisper of here. Write!

You'll find "LeMAR CRAVATS" *advertised* in all the magazines and you'll find that a mighty *help* to you at the counter.

Our Autumn Lines are yet "under cover." We'll lift it in a few weeks. A gathering of unexampled breadth and beauty.

"LeMAR CRAVATS" have the dollar *air* and are made with dollar *care*. They retail for *half-a-dollar*. It's no trouble to send "Assortments-On-Approval" to any dealer who will take the trouble to write. Booklet 2, "The Well-Cravatted Man" is *yours* for a postcard.

LEVY & MARCUS
729-731 Broadway
New York

Thousands of Young American Men

WEAR

"Sampeck Clothes"

Consider them from any standpoint you may choose and you will find that *"Sampeck Clothes"* possess the qualities preferred and demanded by Men and Young Men who are alive to the importance of correct dress.

In these splendid garments we have combined all the likable and dependable features required in absolutely good clothes. You will immediately recognize their superiority when you see them.

"Sampeck" designers have a keen instinct for style and *"Sampeck"* tailors have the ability required for developing every model skilfully. *"Sampeck"* fabrics, besides being of high quality, are decidedly unusual in weave and figure.

In nearly every city and town there is a "*Sampeck*" clothier.
Call at this shop and see this season's models.
A College Poster in colors mailed for 25 cents. "Clothes of To-Day," our Spring and Summer Booklet "B," mailed upon request.

SAMUEL W. PECK & CO., New York

This is an Ad. which appeared in The Saturday Evening Post directing the attention of 1,500,000 men and young men to *"Sampeck Clothes."* The benefit of this publicity will be gained by dealers handling the *"Sampeck"* line.

SAMUEL W. PECK & CO.
NEW YORK

No Nationality in Clothes Rightly Made

LONDON is wearing American, clothes—the aloof Englishman, who knows what he wants and gets it, has accepted *Stein-Bloch* style, *Stein-Bloch* fit, *Stein-Bloch* fabrics. There is no nationality in the clothes of a gentleman. The Englishman recognizes this, and, for the first time in her history, London sees upon her streets gentlemen clad in American-made clothes, bearing the label of the only American makers who can satisfy English demands.

This is a triumph for Stein-Bloch, for America, and a source of assurance for you. These clothes are at your disposal.

This Label Stands for 55 Years of Knowing How—

Whoever Knows Good Clothes Knows It

The Stein-Bloch Company

Tailors for Men

Rochester, N. Y.
Shops and Main Offices

Chicago
1422 Republic Building

New York City
The Fifth Avenue Building

We Know Your Side— Do You Know Our Side Of the Hosiery Game?

You haven't a hosiery problem that we do not know all about. You haven't a sock in the store that we don't know inside and outside—how it's made, how it is sold and how it wears. Have you investigated hosiery as thoroughly! Do you know the value *to you* and *to your trade* that is woven with every thread, into

True Shape Hosiery

We have not figured profits first—ours, then yours, and the consumer look after himself. True Shape Hosiery is made for the man who foots your bills. There is a generous slice of profit for you—volume of sales takes care of us. Volume of sales—Do you think in quantities? Try a few dozen of True Shape Hosiery—give them a chance and you will quickly believe with us that volume of sales is a better thing to base figures on than a dinky percent of profit.

True Shape Hosiery is made in all good shades, fast colors, fine soft fabrics, silky texture and finish. Quadruple twisted threads double the wear of heels and toes.

Investigate our side. Let us send you a sample order, and quote you prices. If the goods and the figures do not convince you that True Shape Hosiery is the best "buy" in the trade, send them back at our expense. Samples cheerfully sent on request.

Manufactured and sold, direct to retailers only, by

TRUE SHAPE HOSIERY CO.,
Bristol Street, West of Germantown Ave.
Philadelphia, Pa.

TRUE SHAPE
TRADE MARK
REG. U. S. PATENT OFFICE

clothing man, all try to measure up to the high standards of the men's and young men's clothing.

If there were nothing else, this quiet influence of our goods on the business would produce a profitable increase in your sales. But there's a good deal more than that; you dealers who sell our goods know how much more there is.

Hart Schaffner & Marx

Good Clothes Makers

Chicago Boston New York

Thousands of Young American Men

WEAR

"Sampeck Clothes"

Consider them from any standpoint you may choose and you will find that *"Sampeck Clothes"* possess the qualities preferred and demanded by Men and Young Men who are alive to the importance of correct dress.

In these splendid garments we have combined all the likable and dependable features required in absolutely good clothes. You will immediately recognize their superiority when you see them.

"Sampeck" designers have a keen instinct for style and *"Sampeck"* tailors have the ability required for developing every model skilfully. *"Sampeck"* fabrics, besides being of high quality, are decidedly unusual in weave and figure.

In nearly every city and town there is a *"Sampeck"* clothier. Call at this shop and see this season's models.

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SAMUEL W. PECK & CO.
NEW YORK

Incidentally, some boosts from a few of our many enthusiasts:

From CHAS. KAUFMAN & SONS, Washington, D. C:.

"We desire to compliment you on the manner of your manufactured article, which we have received in the way of your clothing this season. We do not hesitate to write that on every one of the suits we sell of the Society Brand we make a customer. A word of advice: Keep this standard up."

From CHAS. P. NATHAN CO., Sacramento, Cal:.

"We take pleasure in complimenting you on your season's models. Knowing us to be critical, we thought it might please you to have us say that, beyond a question, your season's models are the best you have ever shown."

From GEORGE and HENRY, Detroit, Mich:.

"Please don't get swelled up over this, but we would say that we are more than pleased with your line of clothing. We have had all kinds of compliments about the style and fit of them. They more than meet our expectations."

Made in Chicago by

Alfred Decker & Cohn

No Nationality in Clothes Rightly Made

LONDON is wearing American, clothes—the aloof Englishman, who knows what he wants and gets it, has accepted *Stein-Bloch* style, *Stein-Bloch* fit, *Stein-Bloch* fabrics. There is no nationality in the clothes of a gentleman. The Englishman recognizes this, and, for the first time in her history, London sees upon her streets gentlemen clad in American-made clothes, bearing the label of the only American makers who can satisfy English demands.

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Manufactured and sold, direct to retailers only, by

TRUE SHAPE HOSIERY CO.,
Bristol Street, West of Germantown Ave.
Philadelphia, Pa.

TRUE SHAPE
TRADE MARK
REG. U. S. PATENT OFFICE

EVERY season our customers have a new demonstration of the influence on business of handling high-grade merchandise like ours.

It "tones up" the whole store; your customers feel the effect of it, and like to do business in such a store. Your salespeople get it, too; they like to sell such clothes because it's always a satisfaction to a salesman to feel that he's doing both his customer and employer good.

It benefits your other departments; the furnishings buyer, the hat man, the children's

clothing man, all try to measure up to the high standards of the men's and young men's clothing.

If there were nothing else, this quiet influence of our goods on the business would produce a profitable increase in your sales. But there's a good deal more than that; you dealers who sell our goods know how much more there is.

Hart Schaffner & Marx

Good Clothes Makers

Chicago Boston New York

It is our province to please the American Man

Americans exact the highest standards of clothes excellence; quality above question; correct style; finest tailoring.

It satisfies us to make clothes that please the American man.

"EFF-EFF" Clothes are made in America, for Americans. The fabrics are pure wool, splendidly styled and hand tailored throughout. The perfect grace and symmetry of our Suits and Overcoats for Fall and Winter symbolize the strength and shapeliness of American manhood.

Your trade will welcome "EFF-EFF" Clothes. It is for your best interests to be first with the line.

ALWAYS GOOD BUT NEVER SO GOOD AS NOW

THE BEST MADE CLOTHES IN AMERICA

The Fechheimer Fishel Co.

746-748-750 BROADWAY
NEW YORK

"OLIVAUTO" and "FORESTRY CLOTH" are made only by the AMERICAN WOOLEN COMPANY. Both names are protected by copyright and any infringement of these rights will be opposed.

DUST, WIND AND WATER PROOF

Extremely serviceable, in colors harmonizing with nature's own color schemes, it is with absolute fidelity to facts that

"FORESTRY CLOTH"

and

"OLIVAUTO CLOTH"

are called THE IDEAL OUTDOOR FABRICS

They are wool-dye, twill-weave mixtures of the very finest quality. They possess a tremendous amount of serviceability which fits them especially for sportsmen's use, and yet they have an elegance of finish that gives them an enhanced value to those who desire to maintain a faultless appearance under any and all conditions.

RIDING AND DRIVING CLOTHES, MOTORISTS' APPAREL, OUTING SUITS, NORFOLK JACKETS AND RAINCOATS ARE ONLY A FEW OF THE GARMENTS FOR WHICH THESE FABRICS ARE NOW BEING UTILIZED

For suitings we make up OLIVAUTO and FORESTRY CLOTH in hard-finished effects in 13½ and 14 ounce weights. For heavier garments the fabrics are in a rough-finished effect in 16, 18, 20 and 22 ounce weights.

The OLIVAUTO color is light brown. FORESTRY CLOTH is a beautiful shade of olive green.

OLIVAUTO CLOTH A.W.Co. REG. U.S. PAT. OFF.

For sample swatches of OLIVAUTO and FORESTRY CLOTH, write to our New York selling office, Dept. 4.

FORESTRY CLOTH A.W.Co. REG. U.S. PAT. OFF.

AMERICAN WOOLEN COMPANY

WM. M. WOOD, President

SELLING DEPARTMENT
126 Fifth Ave., New York

J. CLIFFORD WOODHULL, Selling Agent
FRANCIS R. MASTERS, Associate Selling Agent

The

Autumn and Winter 1910-11 Display

of

"Brandegee Kincaid & Co. Clothes"

AN ASSORTMENT OF STUNNING CONCEITS

Even in these days, when there are many cleverly designed and expertly tailored brands on the market, our College Chap Models are imposing specimens of modern clothes making.

The College Chap
The College Chap, Jr.
The College Chap, Sr.

They are designed and built for young men who usually patronize a custom tailor. If you will investigate their merits you will find they offer great possibilities for interesting the most desirable class of patronage.

A postal expressing your desire to look will not obligate you.
During the Blue Serge season we will be in shape to duplicate orders.

Brandegee, Kincaid & Co.

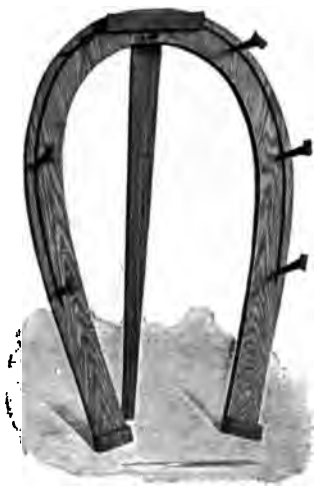
MAKERS OF MODERN CLOTHES
TAILOR SHOPS AT UTICA, NEW YORK

NEW YORK OFFICE
32 Union Square

CHICAGO OFFICE
238 Franklin St.

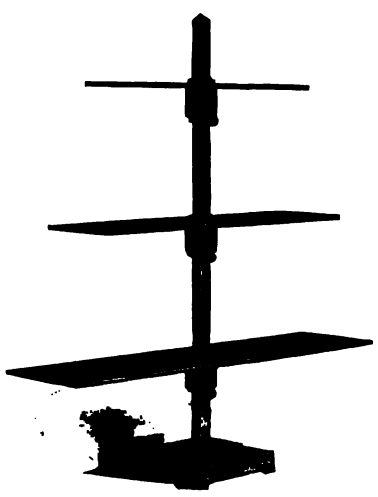
Novelty Is the Power of Show Window Attraction

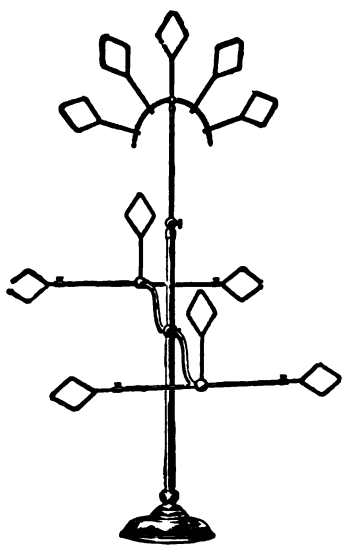
SOME men are paid big salaries to think up novel window trims. It is not easy work. To conceive of and execute something new, unique and attractive calls for deep thought, careful planning and proper development. One of the greatest aids imaginable in window trimming is the free use of appropriate display fixtures. Note we say appropriate. When the display fixtures are not appropriate the whole effect is marred. We make



Display Fixtures Suitable for All Kinds of Window Trims

The varied assortment for general display purposes affords excellent chance for finding just the style that pleases your fancy, blends with your store interior, and sets off the goods to best advantage.





Send for a copy of our Store Equipment Library

Hugh Lyons & Co.

Lansing, Michigan

NEW YORK SALESROOM
686 Broadway

CHICAGO SALESROOM
236 Jackson Boulevard

WENER MAKE—WENER PRICES

No. 4 No. 5 No. 6 No. 7

WE couldn't do justice in mere words to the garments you see above, so we've reproduced them line for line from the real models. Just as they look here, so will they look on your counters, on your racks or on the back of your customer These garments offer you a tonic for improving business and if given window display they may be depended on to make trade.

Let us send you swatches and prices. Take your time in looking them over. If the values are as we claim send us an order. Nothing could be more fair and a look is all we ask. We prepay carriage charges.

DESCRIPTIONS AND PRICES FOLLOW:

No. 4—Young Men's, 30—38, Tourist Convertible Collar $8.00 to $14.00—only one of our numerous handsome styles in "Presto" Semi fitting, Box and Auto Coats, Cassimeres, Cheviots and all wool.

No. 5—Single Breasted Young Men's Sack, 30—38, $3.50 to $14.00, in Worsteds, Cheviots and Cassimeres.

No. 6—Children's Auto, 6—16, $2.50 to $8.50, in Cheviots, Cassimeres. Also make our Children's Overcoats in "Presto."

No. 7—Children's D. B. Derby Back, 6—16, $3.50 up, in Worsteds, Cheviots and Cassimeres.

We furnish newspaper electros of above with every purchase.

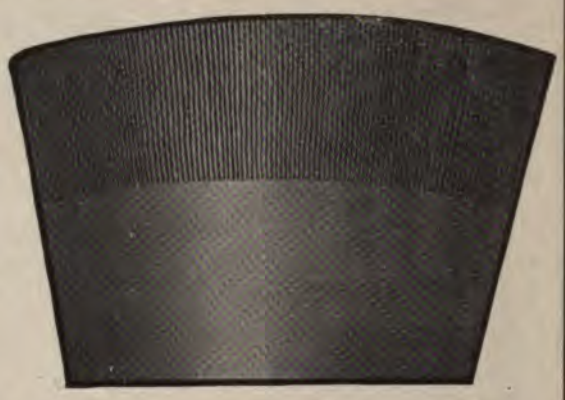
J. WENER & CO., 708 Broadway, New York

Boston, 18 Boylston St.
W. W. Jeffrey

Chicago Office, 807 Medinah Bldg.
A. L. Laib J. G. Blesch
L. J. Longini Jos. Reichman

St. Louis, 402 Columbia Theatre Bldg.
Max Sandperl

NO OTHER SOCKS WEAR LIKE



THOSE MADE WITH

Interwoven TOE AND HEEL

REG·U·S·PAT·OFF·

All the good points common to high-grade hosiery, and, **in addition,** wearing qualities equalled by none.

The only **strictly durable** THIN sock ever produced. No other hosiery has **toes** and **heels** made like Interwoven.

(Beware of fraudulent representations to the contrary.)

No other hosiery **wears** like this. Its reputation is world-wide. More than **a million** Interwoven socks sold **every month.** Backed by 50 years' experience in the manufacture of hosiery. Complete line in **all weights.** Silk lisles and cashmeres, 25c and 50c quality.

Genuine Interwoven hosiery is made by **this Company only.** It is sold by us directly to the retailer **only** and it is never sold through any other channel or under any other name. No other manufacturer can or does make **toes** and **heels** like Interwoven. May we send you samples?

COPYRIGHT
INTERWOVEN
STOCKING CO.

Sole Manufacturers and Distributors

INTERWOVEN STOCKING COMPANY, NEW BRUNSWICK, N.J., U.S.A.

"HORSE SHOE" BRAND

The CLOTHES *that* SECURE BUSINESS *and* MAKE YOUR BUSINESS SECURE

David Mars & Sons

MAKERS OF FINE CLOTHING

EQUAL TO CUSTOM MADE

BROADWAY. N.Y.

MAYER-CINCINNATI ALL-WOOL TAILORING

WE SPECIALIZE tailoring for the *young* man—and shall forcefully feature that fact again this Fall in The Saturday Evening Post, Collier's and other magazines which are read by *your* young men's trade.

If you want our "crackerjack" Fall-Winter line, you can have it by return express—unless you have a competitor who was smart enough to beat you to it. Write or wire us today.

Clarence Mayer & Co., Cincinnati

JACOB REED'S SONS, PHILADELPHIA

THE FAIR, CHICAGO, ILL.,

have just placed their order for an additional equipment after a thorough trial of the two "New Ways" they had installed about a year ago, satisfied that they did and will continue to do all we claim for them, and more than any other.

SIMPLICITY—***STRENGTH***—EASY ACTION.

THE same results with few but sturdy parts that might in a measure be accomplished with a complicated mechanism, is what makes "NEW WAY" wardrobes to-day the most durable and insures you from future trouble and deterioration.

THE users' opinion and not a theoretical conclusion.

WHAT it will do proven by what it has done.

THE same length of hang rods on less floor space.

QUALITY and service first (you don't have to put them in every year)—then the right price.

SO little mechanism that you wonder how it is done—that's where the service comes, nothing to get out of order and the parts too strong to wear out or break.

THE leading clothiers will tell you.

Among them:

Model Clothing House, Minneapolis, Minn.
The Talbot Co., Boston, Fall River, Mass.
Samuel Miller, Gary, Ind.
Jos. Horne Co., Pittsburgh, Pa.
K. Solomon & Co., Pittsburgh, Pa.
S. Gassenheimer & Co., Montgomery, Mobile, Ala.
The Dolan Co., Albany, N. Y.
Harris & Frank, Los Angeles, Cal.
Armstrong & McClenahan, Cedar Rapids, Iowa.
Jacob Yetter, Jacksonville, Fla.
Woolf-Marden Co., Chicago, Ill.
Ormsbee & Atkins, Marquette, Mich.

IT will carry DOUBLE the load you can put on it.

Architectural Woodworking Company

Main Office and Factories: 3011-3029 Chestnut Street

PHILADELPHIA, PA.

New York Salesroom, - - - - - 738 Broadway
Chicago Salesroom, - - - - - 805 Medinah Building
Canada: Jones Bros. Co. - Toronto, Ottawa, Montreal, Winnipeg, Vancouver

ROELOFS HATS

ROELOFS HATS

"SMILE"

"SMILE"

"SMILE"

"SMILE"

"SMILE"

"SMILE"

"SMILE"

"SMILE"

ROELOFS HATS

Return greater profits to merchants as well as absolutely protect them from loss or disgruntled customers.

NOWADAYS

every full stiff hat contains this:

GUARANTEE.

THIS IS A "FULL-STIFF" HAT (NOT A "FLEXIBLE" HAT WHICH WILL LOSE ITS SHAPE) AND WE GUARANTEE IT TO HOLD ITS STYLE, SHAPE & COLOR UNTIL THE SILK TRIMMINGS ARE WORN OUT.
HENRY H. ROELOFS & CO.

Merchants can't lose and we rarely do, thanks to our two new (secret) processes which enable us to make hats 99 per cent perfect.

Soft and Stiff Hats From $24.00 Doz. Up.

Let Us Send You a Sample Line at Our Expense.

ADDRESS "Roelofs (and smile) Phila. Pa.

CHICAGO OFFICE: 1612 Republic Bldg.
NEW YORK OFFICE: 781 Broadway.

For CLOTHING DISPLAYED IN CABINETS

The Kimball Folding Pin-Ticket is the only perfect marking device and is now used by retail Clothiers generally.

It is quickly attached to the sleeve of the coat without the use of thread or gum and will stay on until intentionally removed.

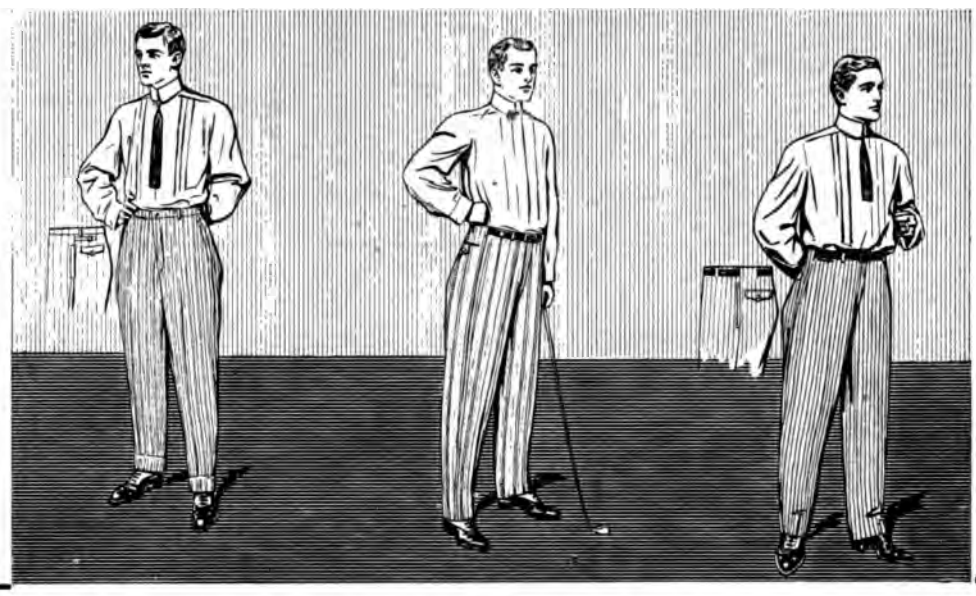
It is absolutely safe—the points of the pins are perfectly protected—making tearing or scratching impossible.

Samples, prices and valuable suggestions for marking and stocking your goods will be sent on request.

A. KIMBALL CO.

307-309 West Broadway, New York.

KIMBALL KIMBALL



KENYON HANGWELL TROUSERS

comprise a large variety of patterns in fabrics of thoroughly tested qualities. Every pair is manufactured in our own factory. All the goods are thoroughly shrunk and we guarantee them to be satisfactory in every particular. The trimmings used are of the highest possible quality.

Kenyon Hangwell Trousers are well known to the consumer and will therefore sell easier than any other line. They are made in three models—our "Regular" model, Peg Top and Bloomers. There are very good assortments at $1.50, $1.75, $2.00, $2.25, $2.50, $2.75, $3.00, $3.50, $4.00 and $4.50.

$1.50—At this price we have an assortment consisting of 24 different styles of worsted finished cloths. Some of them are black ground with distinct gray narrow stripe. Others have a medium wide stripe. Still others have a wider stripe. Some of them also come in very dark patterns with a very fine red or green stripe. In addition to this, we have 25 numbers of cassimere goods, all of which are patterns of the very latest design in gray and brown ground with stripes of various widths. All these pants are cut full and roomy, not skimpy like pants sold by most low-priced manufacturers. There are two side, two hip pockets and a watch pocket. We will not be afraid to send them to you on an open order, subject to your approval. There is an equally good selection at all the other price ranges.

$3.00 range—With this price we enter into an entirely different class of merchandise, workmanship and finish. This is where we start in really high-grade goods. Pants that will please your very best and most particular customers. Almost any pattern you desire we can send you either in a worsted or cassimere, cut in a regular trouser, peg top, or even bloomer shape. The quality of the cloth in these goods has been thoroughly tested by us. We know its value. Your customer will get absolute satisfaction from every number of this range. You should aim to carry a good assortment of this price in your stock, as they will sell very readily at a good margin of profit. Let us send you an assortment from this line. They are subject to your approval. We are willing to take all the chances.

In addition to this big and popular trousers line we make many other clothing specialties—any or all of them worthy of a special visit to our salesrooms whenever you come to market. You can always find something here that will help your business. We make all kinds of **Men's and Women's Raincoats** and **Slip-ons, Overcoats, Great Coats, Khaki and Corduroy Camping and Sportsmen's Clothing, Chauffeur's Suits, Auto Coats, Bath Robes, House Gowns and Smoking Jackets.** Don't miss your one real chance—it's here—when you come to market.

C. KENYON COMPANY

SALESROOMS

23 Union Square - - New York City
611 Washington St. - - - - Boston
200 Jackson Blvd. - - - Chicago
132 Sansome St. - - - San Francisco

THE SCRIVEN UNDERWEAR

is

Easy and Comfortable, Perfect Fitting and Durable.

LOOK!

We will relieve you of your underwear trouble and annoyance.

HOW?

By supplying you with the *Scriven Underwear* which is made in a large variety of styles and fabrics, in all waist sizes from 28 to 50 inches and inseams from 28 to 36 inches.

We guarantee it will fit and please your customers

Order a small sample line and be convinced

IT WILL PAY YOU

The SCRIVEN IMPROVED ELASTIC-SEAM DRAWERS.

Our Illustrated Catalogue of Prices sent on request.

J. A. SCRIVEN COMPANY

SOLE MANUFACTURERS

16 and 18 East 15th Street **New York City, N. Y.**

ESTABLISHED 1860

Perrin Gloves For Men

ESTABLISHED 1860

GRENOBLE *PARIS*

MONTREAL *LONDON*

Trade Mark Registered

Famous the World Over

Leading Lines of Perrin

BEST PIQUÉ KID
BEST CHEVRETTE SUÈDE
BEST FESTON SUÈDE
CAPE SUÈDE PIQUÉ
PXM ELK TAN
PXM SIRDAR
PXM REDVERE
PIQUÉ GAULOIS GLACÉ
PIQUÉ BREDA GLACÉ
PIQUÉ CAPE GLACÉ
FESTON KID MONOPOLE
FESTON KID REGENCE

Retailing from Dollar-Fifty Upward

V. Perrin et Cie

33 Union Square, New York
Chicago Office: Republic Bldg.

Factories at Grenoble, Millau, La Mure, Creissels, } *FRANCE* *And at Gloversville, NEW YORK*

Sterling
BENCH TAILORED CLOTHES

Possess that vital
come-back-again value
which insures for the dealer
permanent patronage.

Mayer, Scheuer, Offner & Co.

Sole Manufacturers Established 1852

Cincinnati

Heidelberg, Wolff & Co.

Present for Fall, 1910

A NEW COAT

their

"EUREKA STAN-LAY"
MODEL No. 2.

4-IN-ONE

OVERCOAT and RAINCOAT

(Cravenetted) in
All Fabrics
and
Weights

Patent applied for

THE EUREKA
STORM PROOF *Stan-lay* RAIN PROOF
MADE BY
HEIDELBERG, WOLFF & CO.
NEW YORK

United States and
Canada

THE FEATURE IS IN THE COLLAR

Patent applied for

THE EUREKA
STORM PROOF *Stan-lay* RAIN PROOF
MADE BY
HEIDELBERG, WOLFF & CO.
NEW YORK

United States and
Canada

We
were given
credit by most
of the successful
merchants throughout
the United States for
having put on the market
the best Convertible Collar Coat

The "Eureka Stan-lay"
4-IN-ONE

For this coming Fall season, we have added
a new model—

Our "Eureka Stan-lay" No. 2

It solves **every problem** for the Convertible-Collar-Coat that will
MARK IT AN INSTANT SUCCESS
You will wonder why no one worked out this idea before.

HEIDELBERG, WOLFF & CO.
644-646 BROADWAY, NEW YORK

"Revolvit" has
No disappearing doors
No extension carriers
—simply revolve it

"REVOLVIT" half open
case and suits revolving with one motion

"MISSING LINK" REVOLVIT FLOOR CASE CABINET
Patented March 29, 1910

"Revolvit" is not a big, bulky, box-like affair, but a modern, sale-creating floor case

"REVOLVIT" open
all suits in front

"Missing Link" Revolvit Now $60.00

F. O. B. St. Louis

Full and complete descriptions and specifications for

REVOLVIT

"Revolvit" is built in one size only, 62 inches long, 47 inches high, 30 inches wide and holds from 35 to 40 suits.

To open "Revolvit" take handle near top of case, give same a slight pull, and the entire front, together with the suits, revolves. This revolving action takes place on the inside of cabinet. No hang-rod space is lost; no aisle room sacrificed to revolve the glass front into the cabinet and bring the suits forward.

To close "Revolvit" swing the suits back into the case, give front a slight push and "Revolvit" is closed. The design and construction of "Revolvit" is of the highest standard.

All exposed wood-work of quarter-sawed oak, finished a beautiful shade of dark golden oak, or birchwood mahoganized. Any other shade of oak furnished without additional charges. The base finest quality marble. The front, sides and back fitted with best select double strength American glass. The top, one-piece polished plate-glass, with polished edges, extending clear over the case, preventing the wood-work from becoming soiled or scratched. This plate-glass top is laid on dust-proof felt cushion, securely fastened with nickel-plate clamps. The handle and hang-rod finely nickel-plated. The supporting mechanism finished a wear-resisting black enamel.

"Revolvit," crated, in shipping order weighs 400 lbs. To install "Revolvit" no expensive store alterations are necessary; no experienced mechanic needed.

IT isn't a matter of probability, it's a matter of fact that "Missing Link" Cabinets will help your merchandise to *sell itself*. No matter what your sales "Missing Link" Cabinets can and will enable you to increase them—no matter what size your store, large or small, "Missing Link" Cabinets will show you how to make more money, for they will help the goods to sell themselves.

ORDER TODAY

"MISSING LINK" WALL CABINET UNIT "70"
Patented August 11, 1908

Full and complete descriptions and specifications for

"MISSING LINK" UNIT 70

WALL CABINET

These cabinets comprise interchangeable upright units, framed up with strong open ends and solid panel back, solid bottom and top, forming a perfectly rigid skeleton construction, and each fitting into the other with blind joints. The panel ends are detachable and fit one unit or a group of units—no intermediate panels are necessary. Any number of units interlocked with one right and one left end panel forms one complete cabinet—to enlarge the cabinet it is only necessary to remove one of the end panels, add and interlock the new units, replace the end panel and the cabinet is again complete. The front of each skeleton unit is closed with our patent disappearing door. This door is hinged and opens outwardly, same as an ordinary house door, but when at right angle with the front of unit, recedes into same, out of sight and out of the way.

The interior of each unit is fitted with two "Standard" Extension Carriers, each one designed to carry from 30 to 35 suits (according to thickness of materials).

Size—Each unit is 7 feet 10 inches high, 4 feet 6 inches deep, and 2 feet 9 inches wide, outside measurements.

Finishes—Quartered oak, finished golden oak, carried in stock only. We will furnish any other shade of finish desired, such as mission, Flemish, or bog oak, dull waxed, at the same price. Birchwood facings, finished cherry or mahogany, furnished without any additional charges. All special finishes require from six to ten days' additional time.

Shipping Weights—Each unit crated, weighs approximately 400 pounds.

How to Install—All units are shipped "set up," as we have found the "knocked down" system impractical.

To install our sectional units, remove the crating, set all units in one group, interlock the blind joints, and they are ready to receive the merchandise.

Anyone can install "Missing Link" units with the aid of a screwdriver.

"Missing Link" Wall Cabinet Unit "70" Now $35.00 F. O. B. St. Louis

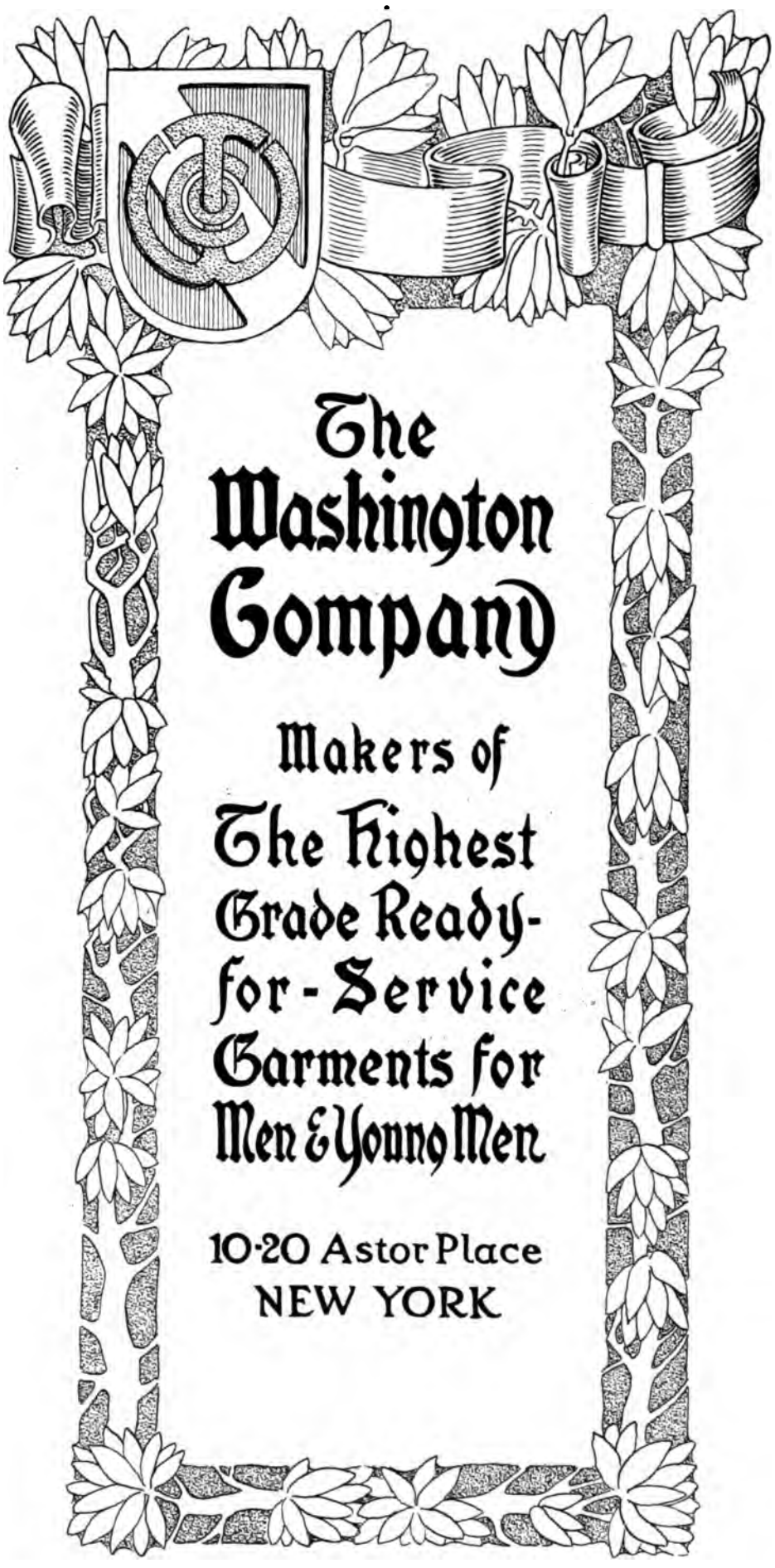
"Missing Link" Triple Alcove Mirror Unit "72" Now $75.00, complete

Center mirror 26"x72", side mirrors 30"x72"; finest polished French plate

Send for our illustrated paper ***Plans for 1910,*** *describing in detail Missing Link Cabinets*

The Heimann-Miller Mfg. Co. St. Louis, U.S.A.

Designers and builders of complete store outfits: show cases, cabinets, shelving, etc. HUGO HEIMANN, Sales Manager **Our store-planning department, under the supervision of an expert, is at your service**


The
Washington
Company
Makers of
The Highest
Grade Ready-
for-Service
Garments for
Men & Young Men
10-20 Astor Place
NEW YORK

Samuel Rosenthal's Rochester Special

The Rule of Three

THREE factors lift our garments *above* their prices—*Specializing, Standardizing, Economizing.* Every line is primed and pointed not to *meet* a price, but to *beat* a price.

You can get *more* from us for your *money* and *more* from your customer for the *garment.* You gain *your end* by profiting at *both ends.* You *clinch* and "*cinch*" your leadership as the *Master of Values* in your community.

The proofs are *at hand.* A postcard will put them into *your hands.* The Autumn and Winter lines *speak volumes* to every clothier who "knows *his little* book."

ROCHESTER SPECIAL

Samuel Rosenthal's
"ROCHESTER SPECIAL"
Men's Suits and Overcoats

Executive Offices
92-96 Bleecker Street
New York

STORE EQUIPMENT

For Clothiers is no longer a problem, with WELCH CLOTHING CABINETS

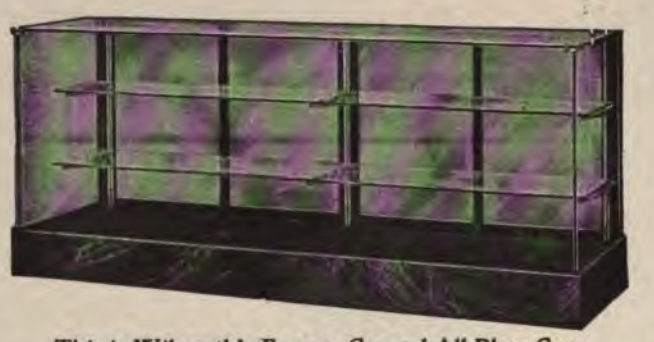
Illustrating a row of sectional Double Deck Cabinets for suits, Single Deck for Overcoats, Mirror Alcove and disappearing hat fixture.

Write for the experience and testimony of hundreds of Welch Cabinet users.

To see will mean to convince you that our Clothing Cabinets excel in Durability, Construction and Finish.

We design and execute complete store outfits, from shelving to show cases.

Send for Clothing Cabinet Catalogue C-1910



This is Wilmarth's Famous Crystal All-Plate Case

Send for Show Case Catalogue S-1910

WELCH MANUFACTURING CO.

GRAND RAPIDS, MICH.

The Better Make of Clothing Cabinets

We make Young Men's and Children's Suits and Overcoats. Each article made in separate departments under a separate head.

One selling force behind it and one motive—Giving satisfaction to wearer.

Especially strong on Boys' Suits to retail at $3.50, $4.00, $5.00, $6.00 and $7.50.

PHIL. WALCOFF & CO.

MAKERS OF YOUTHS' AND BOYS' CLOTHES

632 and 634 Broadway, New York

EAST, WEST AND OVERLAND

Frankel System Clothes

Builds your business bigger
Holds your trade better
Makes your profits larger

BECAUSE

in them you'll find Style, Fabrics and Workmanship as found only in the highest grades, yet popular priced

Every garment hand-tailored in our own plant and guaranteed to give good service or a new one free

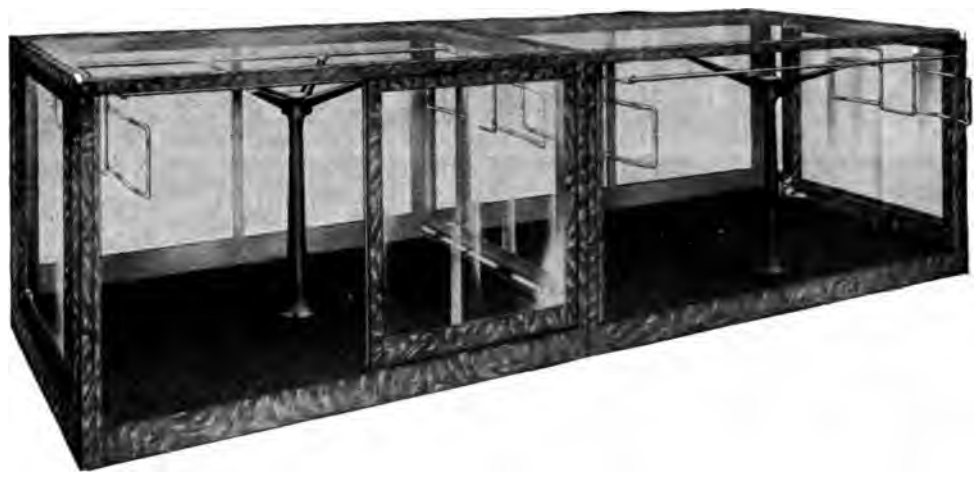
Samples at your request, our expense

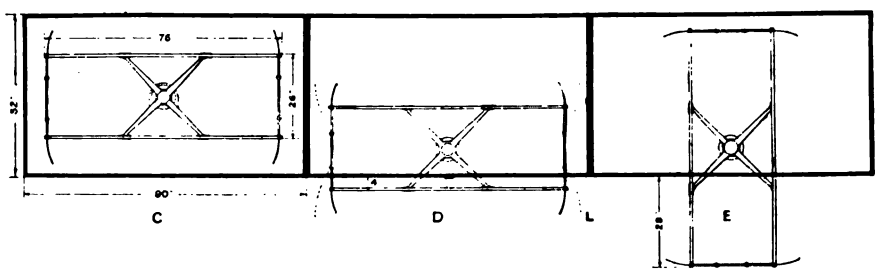
Frankel Brothers

New York's Largest Medium-Price Clothing House

Fifth Avenue, New York

20th Century Revolving Center Cabinet No. 100





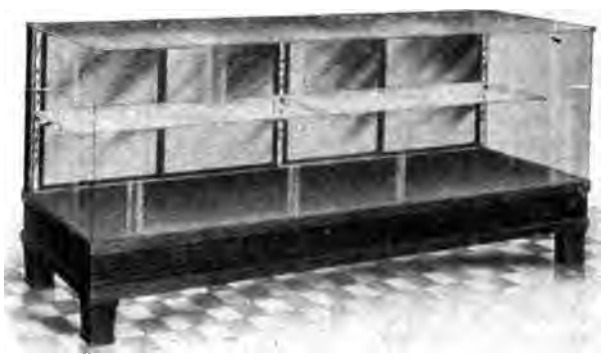
Has more than four times the strength of any other make. Ask an expert mechanic if the principle of a column mounted on a carriage running on solid welded axles and wheels is not the acme of strength in construction. It's a marvel of mechanical skill—a pressure of 3½ lbs. will move 600 lbs.

Besides the Capacity is Larger

—152 inches of hanging space—

And the Price Lower

We also make this case double deck style for children's and men's suits, single deck style for overcoats.
Let us figure with you.
Write for Catalog D-3 for clothiers.
If you contemplate remodeling, let us submit you plans.



GRAND RAPIDS SHOW CASE CO., Grand Rapids, Mich.

Branch Factory, Lutke Mfg. Co., Portland, Oregon

New York Office and Showroom, 724 Broadway
St. Louis Office and Showroom, 1329-1331 Washington Ave.
} Under our own Management {
San Francisco Office and Showroom, 693 Mission St.

THE LARGEST SHOW CASE PLANT IN THE WORLD

L'AMERIQUE

IN HONOR
OF OUR
GREATEST
LIVING
AMERICAN

$4.50
the
Dozen

Spun, woven, designed, fashioned and made by Americans, to do honor to that American the world delights to honor, whose manly independence is the glory and triumph of our America, whose statesmanship studies not how to conceal the truth, but how best to set it forth and bravest to defend it, whose religion is love and toleration, the God-fearing, man fearless

THEODORE ROOSEVELT

Colorings? A true—ah—a secret, but will blend perfectly with any fabric or face.
A pebble weave silk delight, woven by men who know, for us only—nobody else.
The triumph of our neckwear career.
The most tempting cravat we've ever offered.
Unobtrusiveness is its dominant note.
Individuality is its passport to success.
Adaptability—for North, South, East and West.
No need to miss this good thing; if you can't come or wait, just scribble your name on a postal card and we'll do the rest.

McCURRACH & SMITH, Inc.

HIGH CLASS CRAVATS

CHICAGO

Stag Trousers

UNION MADE

High Grade Union Made Trousers at a Popular Price

"STAG Cassimere and Worsted Trousers" are ***known*** as the best trousers from coast to coast—nothing to ***compare*** with them in fabric, workmanship, style and fit.

THIS is proved by a record of TWENTY years in the market. Even our worthy competitors have to take their hats off to the "Stag Line" (ask their **own** salesmen).

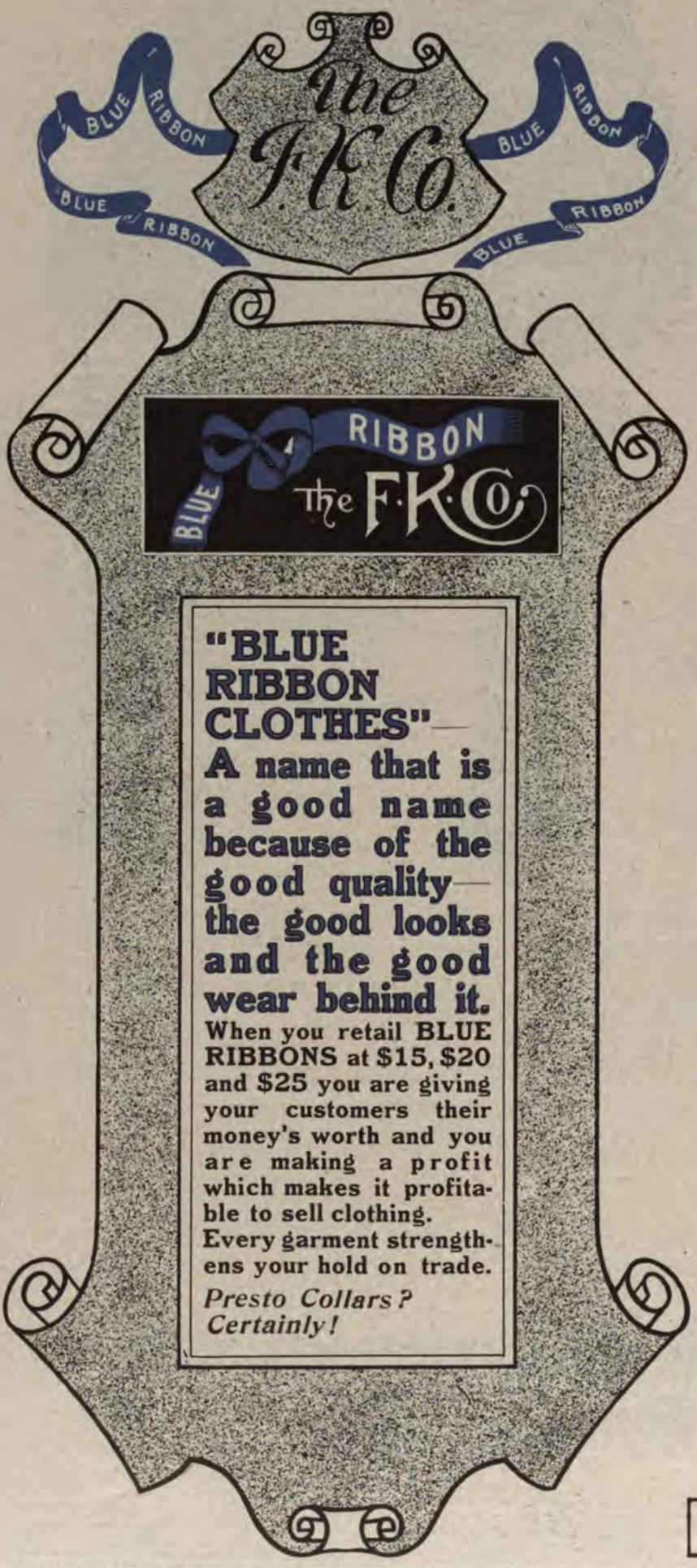
"STAG Trousers" ***ought*** to be better—they are the output of the finest, cleanest factory—they are ***Union Made*** throughout—they are finished complete under one roof—and carry a money-back guarantee.

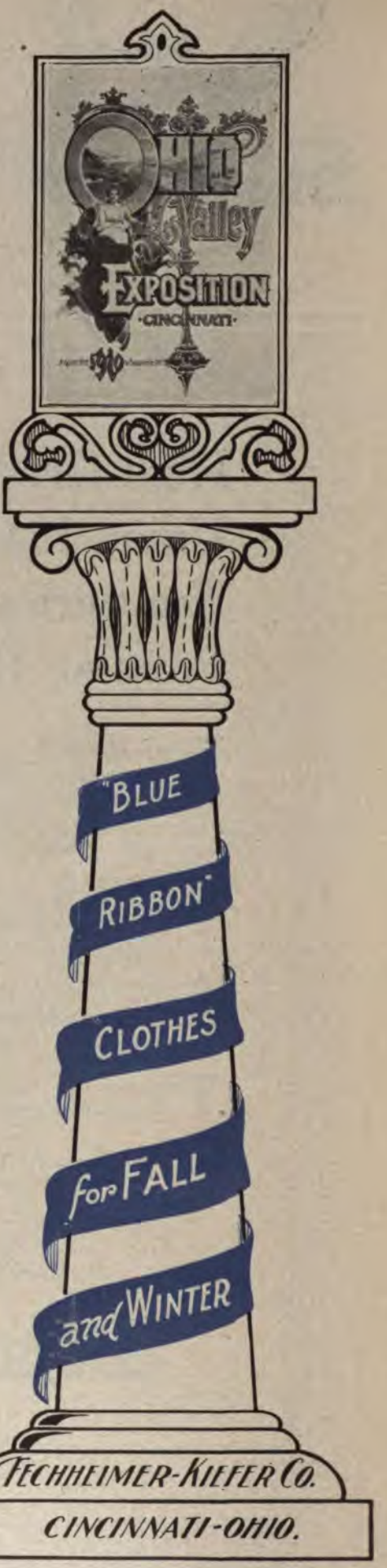
THE way they fit, and hang, and wear, and please—and bring back every buyer for ***more*** of the same—these are all good reasons why you ***need*** "Stag Trousers."

Shown in 500 styles from $1.00 to $4.00. Ask for Salesman or Samples. Express paid.

Also show over 50 popular numbers—Corduroys in Peg Top and Regulars $1.12½ to $3.25. Every garment ***guaranteed. None better*** in this country.

Bennett, Hollander & Lewis
Pittsburg, Pa.


BLUE RIBBON
BLUE RIBBON
BLUE RIBBON
BLUE RIBBON
The F.K.Co.
BLUE RIBBON
The F.K.Co
"BLUE RIBBON CLOTHES"—
A name that is a good name because of the good quality—the good looks and the good wear behind it.
When you retail BLUE RIBBONS at $15, $20 and $25 you are giving your customers their money's worth and you are making a profit which makes it profitable to sell clothing.
Every garment strengthens your hold on trade.
Presto Collars?
Certainly!


Ohio Valley
EXPOSITION
CINCINNATI
1910
"BLUE RIBBON" CLOTHES for FALL and WINTER
TECHHEIMER-KIEFER CO.
CINCINNATI-OHIO.

The New Arrow Collar

FOR SUMMER

is an ectype of a popular London Model. Showing above the coat collar in the back, it is low enough in front to assure comfort, and yet that smart appearance inseparable from a collar of some height is preserved. It meets at the top in front, and while it sits up close and snug to the neck, there is ample room for the cravat to slide in and be tied in.

Made in two ways { **CONCORD—an Ara-Notch** / **EVANSTON—with the Buttonhole** — *$1.10 a dozen*

CLUETT, PEABODY & COMPANY, *Makers*

Baltimore Buffalo Cincinnati Denver Los Angeles New Orleans Philadelphia San Francisco St. Louis
Boston Chicago Cleveland Kansas City Minneapolis New York Pittsburg Seattle Troy

IT IS REGULARLY TO MENTION THIS PAPER WHEN WRITING ADVERTISERS.

The Proper Spirit

WE do not presume to dictate the kind of clothes you should ***sell.***

But, we claim to have anticipated your ideas in building a line of clothes you will feel ready and willing to ***buy.***

If you want garments that will strike you as being made to fill your particular ***needs***—then see

Our Smart Clothes for Men and Young Men, and our London Raincoats with Presto Collars

They are something ***more*** than just fabrics. They represent the uttermost in pattern selection, artful fashioning and conscientious craftsmanship.

Salesman Awaits Your Word
Price Range $12.00 to $25.00 at Retail

L. Black Co.

ROCHESTER, - NEW YORK

INVESTIGATION

HAS PROVEN
THAT

Our Dollar Silks to Retail at Fifty Cents
Are The Best Values Obtainable

Hano Cravat Company

1161 Broadway, at 27th Street
in New York

BIG FOUR SPECIALS

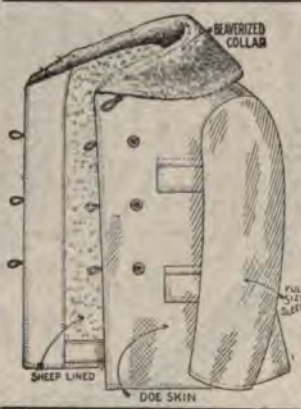
$2.25 per dozen and up

Acme

TRADE-MARK

SHIRTS Soft negligee, with and without collars. Staple cottons and flannels. $4.50 to $27.00 per dozen. Write us your wants today

TROUSERS Like cut. Our new peg-top effect, with 2 hip flap pockets. Khaki, Worsteds, Cassimeres, Fancy Outings, White Ducks, New Fustian Cloth shades in Corduroy. Retail, $1.00 to $5.00. Take the time to write us now.



SHEEP COATS

Messrs. Jobber and Dealer, we are making more and better coats than ever. Our plant has been doubled—busy the year round. Up-to-the minute styles, coupled with honesty and durability, our strong point. Tailor stayed pockets. Write us today. Get in touch with these goods.

PLAY SUITS Wherever there are children there is a demand for "ACME" Play Suits. Every number a leader, with novelties that will sell like hot cakes. Write us today for prices, list and samples.

Our slogan for fifty years, Honest Make, Honest Fabrics, True to Measure, has brought us the trade that comes back for more. Are you one of them? Write us now.

Indian, Baseball, Cowboy and Other Two-Piece Suits

J. B. PEARSON CO., M'f'rs

65 Bedford St., P. O. Box 1491 BOSTON

Trade E & W Mark

AND

RED-MAN

BRAND

COLLARS

This same shape is BASSWOOD in the RED-MAN brand.

Earl & Wilson

Makers

NEW YORK **TROY** **CHICAGO** **BOSTON**

MOORE
THIS CLOTH
is guaranteed to give satisfactory service to the wearer of the finished garment. . .
E. B. MOORE & Co.
BROADWAY AT 18TH ST. N.Y.

The Gummed Label

THE Gummed Label which we furnish to manufacturers of ready-made clothing who buy "Moore" All Wool cloths, gives to the retailer a simple method of identifying our fabrics and satisfying himself that the cloth in the garments is pure wool, and guaranteed to give satisfactory service to the wearer.

"Moore" All Wool ***King's Mourning Cloth*** is now being shown by the leading manufacturers of Men's Clothing. Send to them for Samples.

E. B. MOORE & Co

Distributors of Textiles.

NEW YORK—876-878 Broadway at 18th St.
CHICAGO—209 Market St.

¶ The merchant with an eye to the future of his business will find in Hackett-Carhart Garments for Men, Young Men and Boys, a source of strength and a means of development

Hackett Carhart & Co

841 BROADWAY, NEW YORK

HAND TAILORED
$8.50 TO $17.50

PURE WOOL AND WORSTED
. . FABRICS . .

SOUNDS INTERESTING, DOESN'T IT?

IT IS!

HERMAN WILE & CO.
BUFFALO, N.Y.

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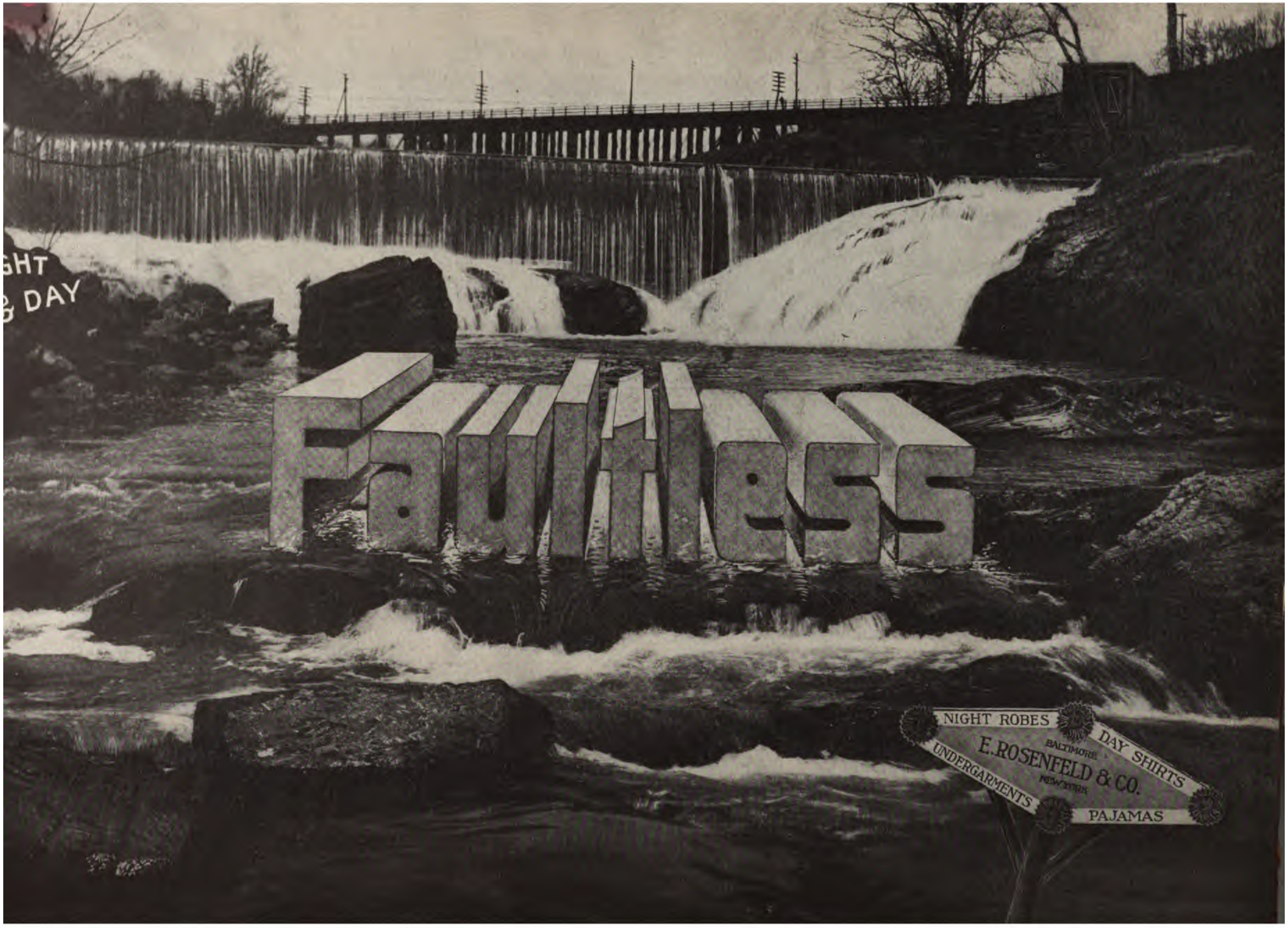
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& DAY
FAIRNESS
NIGHT ROBES
DAY SHIRTS
BALTIMORE
E. ROSENFELD & CO.
NEW YORK
UNDERGARMENTS
PAJAMAS

Vol. 29] No. 3

MEN'S WEAR

Subscription $2 per year.
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Single Copies, 15 cents.

Lees Building, Chicago 42 E. 21st St., New York

Published on the first and third Wednesday after the first Saturday of each month.

JUNE 8, 1910

Entered as second-class matter at the post office at Chicago, Illinois, under act of March 3, 1879

THE SITUATION.

THE United States business world is now watching the crop progress. Business is good—there is enough for healthy activity—but commitments are evidently proceeding on a moderate basis. Conditions are changing swiftly. Necessity values have fast drifted back to the prices of two and three years ago. Reduction in values of farm products is remarkable, and the decline is exercising a tremendous effect on values in other lines. The feature of 1910 to date is the national determination to defeat "high costs." The strongest eastern financial interests have fought this battle. Cotton still soars somewhat, but the new cotton crop months are near a twelve-cent basis, which is not entirely excessive.

The situation is still spectacular from the following point of view—absence of boom opinions and enthusiasm. Such opinions could hardly be issued on the basis of current statistics, but much more optimism could be expressed. A strong spirit of caution has been noticed for many months, and the immediate outlook does not promise a change. One amazing part of the situation is the steadiness with which new industries on an enormous scale, such as automobile manufacturing, hold together. Our financial fabric is a strong proposition and our 1910 credits have been excellently handled.

The struggle to increase rail rates will arrive at a natural adjustment. Restrictive law-making is not going ahead at a very fast pace, but past governmental policies will be largely maintained. The business situation hardly depends on law-making or enforcement for its main factor. Inflation and control of credits and costs is a far more important consideration. Abroad we are offered extensive assurance of the splendid position of leading continental banks.

The steel industry appears to be running 75 per cent capacity. There is a little fluctuation. Discussion of costs curtails long-distance purchases. The inquirer is told that buyers iting on the crops. Guesses are issued to the effect 10 will not witness any spectacular rush to buy steel . The trade seems to be well supplied and furnace is liberal.

m values of wheat are quoted around 95c to $1, as against $1.15 one year ago. Corn, 60; last year, 65 to 71. Oats, 38 to 43; last year, 55. The sensational reduction is in potatoes, which are still about 40 per cent of one year ago. Butter and eggs show little change, as compared with last June.

In many sections, slow country business to date is blamed on the weather. The season has been slow, too cold and frost destruction to fruit has provided sectional discouragement. The weather has caused the corn crop to make a somewhat poor start. Probably 25 per cent of this crop has had to be replanted. Enormous seed trouble is reported. The acreage will be at least 110,000,000 acres, versus 109,000,000 last year, but the new crop will only possess a moderate "stand."

We face a wheat promise of around 700,000,000 bushels. This is a normal total and will leave us a little for export. The oats acreage is a record and the early oats promise encompasses 1,100,000,000 bushels. Moderation in farm product values is still in prospect. Perfect crop weather is now desired during June and July. The winter wheat crop promise deteriorated during May. Net outlook suggests around 400,000,000 bushels. The farmers in Kansas, Missouri and Nebraska have revenged themselves for their moderate wheat outlook by an extra large corn and oats acreage.

The cotton crop has started out with a condition of 82 on an acreage of 33,196,000. The condition is high, but the great feature is the record acreage. The wonderful acreage of 33,196,000 compares with 31,918,000 in 1909 and 32,444,000 in 1908. It is a world advertisement for the South, and suggests that our final 1910 yield of cotton will be not less than 12,500,000 to 13,000,000 bales. The 1909 crop totaled around 10,200,000 bales. The large acreage increase has been stirred up by the wonderful cotton prices pertaining throughout the present year. The cotton grower is confident of a steady world demand, and has determined to raise an ample crop. The cotton announcement is the most important business publication of the year. It will sustain confidence in all lines of industry. We shall evidently be able to export immense quantities of cotton in the fall at a rational price.

THE CAUSES OF FAILURE.

THE causes of failure in the clothing world are so numerous, and of such various kinds, that the opinions held by interested parties as to these causes is most germane to this article.

At an accidental meeting of a large manufacturer, a representative retailer and a traveling collector and adjuster this matter was discussed, each expressing an

OPINION FROM HIS INDIVIDUAL VIEWPOINT.

The manufacturer gave it as his belief that "insufficient capital was the most general cause. Not one dealer in five has capital sufficiently large in proportion to his stock carried to make prompt payments and take advantage of the discounts. Again, when the dealer gets slow he

LOSES THE PRESTIGE OF BEING A DISCOUNTER,

and further, in not having the most desirable makes offered to him. When a man is slow we do not care to urge him to buy our best selling lines, for we can always find somebody with the money who will handle our representative clothing to mutual advantage; hence the slow man

MUST TAKE WHAT HE CAN GET.

Credit is certainly very cheap, but the best houses are not anxious to take the long chances and leave this class of trade to concerns who are far more anxious for trade than we are. Further, overbuying is one of the most general causes of embarrassment and failure, and if we could but teach our customers to

BUY SMALL AND OFTEN

and stick to one house and fewer lines, much trouble and many failures would be avoided."

The retailer, a successful man, held the opinion that a wrong location was the chief cause of embarrassment and failure. He said: "Location makes or unmakes the clothing dealer's business; without it, it matters not what you do, you can't

MAKE A GO OF IT.

Then again, a circumscribed territory limits the sales, so there is no profit on the volume of business. Then again, the lack of energy or the willingness to add to their territory by constant and aggressive advertising causes them to take the dry-rot; and, instead of staying at home and trying to

PUMP LIFE INTO THE LETHARGIC BUSINESS,

they begin to spend their time away from the store, visiting and gossiping with congenial spirits, leaving the clerks in charge. Then it's the old story—'when the cat's away, the mice will play.' Fixed charges

TAKE ALL THE PROFIT

and part of the capital when the volume of business is too small for the location, and in my opinion this is the cause of most of the failures."

The adjuster listened quite attentively and with much interest, and when turned to by the other two gentlemen for his opinion, expressed it in one word—"neglect"—and added: "General inattention, coupled with moral cowardice to

FACE THE SITUATION.

In every store to which my business calls me I find stack after stack of small sizes in suits, nearly all round-cornered coats and out-of-date cuts. Many juniors' and boys' suits with straight-cut knee pants; and, in shelf-worn and soiled boxes, stiff-bosom shirts of years gone by. The hat stock is equally antique and unsalable. In many cases there has

BEEN NO INVENTORY FOR YEARS,

and, when one is produced, it bears the earmarks of slipshod and careless work.

"When I comment on the prices at which some out-of-date goods have been entered, I am always told, 'They are just as good as they ever were.' In one case out of one hundred, I find the attempt has been made to

INVENTORY AT VALUE.

In the 99, it's always at original cost, and no allowances for deterioration.

"The clothier never goes to market, but buys from anybody and everybody who will sell him, and consequently his stock is composed of broken lines and is strictly 'a job lot.' The clerks soon take on the

CHARACTERISTICS OF THE PROPRIETOR,

and but add to the problem by inattention and neglect of duty.

"When I wake up the dealer with my demands for money, he is full of promises, and when I draw his attention to his most apparent neglect, and the unmerchantable condition of the stock, he is full of contrition, and

PROMISES ANYTHING AND EVERYTHING."

The reasons, from the viewpoint of each of these gentlemen, "why the clothing dealer is embarrassed and fails," are all of the most practical kind, and each is worthy of study and attention by the dealer who reads this article. To us the views of the adjuster are the most general and practical. He meets

THE DEALER AT HOME

in his own business, surrounded by his own mistakes, and is therefore able to see the causes from a purely personal standpoint. His short summing up of the situation in the one word "neglect" may seem unjust, but he explains and makes clear the cause in many cases, and it is his moral cowardice which prevents the clothier from

SETTLING WITH HIMSELF.

The over-enthusiasm of the merchant may have induced him to undertake a bigger load than he could carry with his limited capital, and he could have avoided the overbuying. His location could have been changed, his

TRADE WORKED UP BY JUDICIOUS ADVERTISING,

but "neglect"—personal inattention—is a fault that will wreck any business, and we are sorry to say that when it once becomes a habit this second nature is almost impossible to change.

THE GLORIFICATION OF THE FANCY WAISTCOAT.

A WELL-KNOWN playwright is said to select his clothes in the following manner: He requests his tailor to show him the suitings. With these spread before him he asks that the vestings, too, be brought forth.

All are laid before him and subjected to his scrutiny. He invariably selects a vesting and gives instructions that his suit be made therefrom.

Why?

Because it is different.

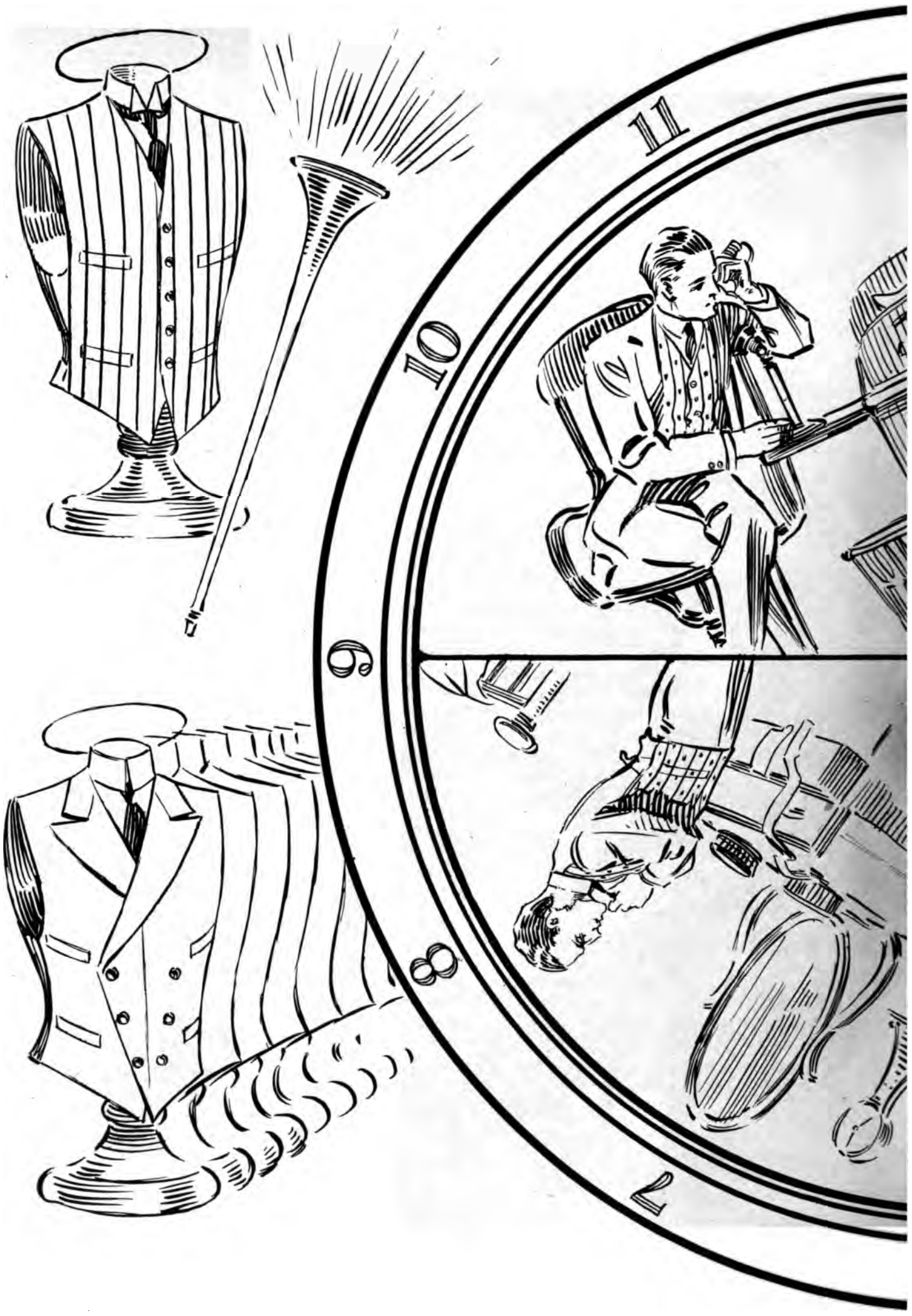
The suitings of a season are strikingly similar, so much so that in a single sentence a comprehensive idea of the prevailing style in fabrics may be conveyed.

Probably so radical a departure from the conventional as that of the playwright might not appeal to many, though all good dressers desire frequently to wear something different.

Here is the province of the fancy waistcoat. It supplies the "something different," the originality so much desired, and is within the bounds of conservatism. It supplies the opportunity to brighten up the somber suit with something apparently new, and permits a different appearance each day of the week by the simple method of donning another waistcoat.

There is no place or occasion where the wearing of the waistcoat is not the height of dress propriety—in the morning, at business, on an afternoon stroll or at the matinee. Then, with the tuxedo or full dress for evening, it may be replaced with the evening waistcoat of white, cream or light gray. In all the variations of a man's daily routine—it matters not what his age, and little what his station in life—the fancy waistcoat is perfectly proper and always in place.

The significance of our cartoon lies in the fact that while the obtainable variety of suitings may be narrowing down to a somewhat smaller margin than for some time, and the fashions, too, are limited for most men to the sack coat, in which there is little variation, the fancy waistcoat offers an acceptable difference which gives the wearer a wonderful array of patterns and colorings, harmonizing with any that exist in the suitings he may select. It gives the merchant an opportunity to promote an article of apparel the quick acceptance of which is assured, with the result that greater profits will accrue to the promoter.



THE GLORIFICAT

THE FUNDAMENTAL REQUIREMENTS OF SALESMANSHIP.

The Opinions of an Observer on Some of the Necessary Qualifications of a Successful Salesman.

WE find in all trade journals opinions and advices on and to salesmen. They are recommended to be patient, courageous, enthusiastic. Correct and good recommendations; follow them!

The majority of men who have elected salesmanship are usually honestly desirous to follow each one of these recommendations. No doubt the great body of salesmen, young or old, know as well as the recommenders or this writer that patience, courage and enthusiasm are really the fundamental requirements of salesmanship.

To be courageous, enthusiastic and patient seems to most of the men who advocate these qualities a natural acquirement at will. They are wrong. Men who are determined to succeed, who are bound to "make good," can be educated to be patient, in spite of the fact that such may not be natural to their disposition. I intentionally start with enthusiasm, believing that the most difficult acquirement. I further must beg permission of this publication and the forbearance of the subscribers if I again allude to a statement made in a previous article, namely, that salesmen very frequently are actors, and that they must be good actors to be salesmen. This statement rudely tears the veil of righteousness from much of salesmanship.

Are salesmen truthful? Do they, and can they, strictly adhere to truth? They are to sell the goods placed before them—in most cases other people's selection. Their bread and butter and advancement mean, sell these goods. Are there better goods to be had for the same money? That is not the salesman's business. They are the best his firm can afford to place.

Now, most salesmen are intelligent men. Many reason and compare and advance because of the fact that they are well posted on values. Isn't it natural that their personal opinions must often conflict with the required enthusiasm? If that is allowed, it must also be conceded that the most effective patience, courage and enthusiasm of a salesman is often mechanical. In consequence, these arts can be and should be acquired.

A traveling man generally lays out his territory and plans to be in specified places each day. His call on John Doe proves that customer busy, "just out" or in a "visiting mood." If Mr. Traveler isn't impatient, it's a mistake—but, if he is a good salesman, no one would suspect it. He simply recognizes he must be agreeable. In this case he displays patience by sheer will-power in consequence of controlling circumstances.

The retail salesman will do well to bear this example in mind. He needs patience, if anything, through the many unreasonable tasks his daily work encounters. His customers often want to see and try on more suits than his judgment thinks necessary; they also ask unreasonable questions, guarantees and concessions which he knows to be not feasible. By enforcing patience he will be able to speak and act with proper courtesy, and overcome or properly meet many such difficulties.

Patience is the quality underlying courage. His will-power, his determination to win, added to studied patience, constitute a salesman's courage, which must be acquired by the fixed resolve to meet and overcome difficulties. It will teach him to draw on his brain matter and imagination, to present his case and his merchandise properly.

I do not mean to recommend that a salesman under any circumstances should endeavor to force on people, or even to recommend to people, unsuitable goods for such as are desired in any particular instance. The very thing a customer wants, or that you or I want, has never existed. We form an idea of what we think we desire. We describe such, and a good salesman will speedily form an opinion as to the nearest and most suitable in his stock.

An everyday phrase among the recommendations to salesmen and among hints for good salesmanship is the statement that it is important for salesmen to judge human nature correctly and rapidly in order to guess suitable requirements. Many salesmen and storekeepers will positively deny that they have ever recommended goods which they do not really believe in, or that they state other than their actual opinions. That sounds well, and is freely talked between salesmen and drummers when spinning yarns.

Salesmen are graded according to the amount that they can sell. Many are so fortunate as to represent merchandise of which they can justly be proud and which they can enthuse over, but what about the poor fellows who find their honest opinions differ with the buyer's judgment of values and taste? In most cases they have to be just as enthusiastic or quit. In other words, mechanical enthusiasm means to state your case positively, clearly, briefly; look your customer straight in the eye—or, better, catch the center above his nose square between his eyes and keep your eye on it. Such will express more enthusiasm and earnestness than all your other actions combined; it will drive your statements home; it will also enable you pretty accurately to guess the effect of your words. You will see your customer's start to decide in your favor or otherwise. Catch that start; the right or wrong word may change him; the expression in his eyes may suggest to you a change of your presentation.

Mechanical courage is acquired by self-confidence. Forget the word "can't." Be determined to try and to persevere. Faith in your ability will laugh at the bluffs, criticisms and prevarications which your trade often employ to draw you out and to prove to you that your goods, prices or styles are other than you represent or that are wanted.

There is just one other great point in salesmanship to which I wish to allude, namely, quick appreciation of the customer who can be influenced by conversation or the opposite.

It is wonderful how effective silence may be employed. A brief snappy statement and then a chance for the customer to grasp your meaning and think it over. This is really an artistic trick of salesmanship when properly applied. It is very difficult for many to impress by silence; nevertheless, it is a very effective method when properly employed. It sort of puts the customer on the defensive, and forces him to make clear his opinions or objections.

It is a well-known fact that many men greatly overestimated and called "good fellows," on close acquaintance prove to be extremely dull or uninteresting. Such impressions are often caused by meeting that kind of people casually, and their silence keeps one guessing or exaggerating what they might be able to say.

Recently a man who had sold clothing all his lifetime saw an extra good opportunity to enter the employment of a very important furniture house. His personal acquaintance with the town, together with his ability, gave him assurance that he could overcome the difficulty of not knowing "furniture." If the job could be had, he'd be able to make good and to keep it.

The writer lately found him in charge of a large, important furniture department. It was natural to want to learn how he could make good, or how he could have succeeded in getting the place. He explained that he applied for this position, and that he could recommend himself as a first class salesman, having been in stores which had furniture departments, but omitted to state that he never had been in a furniture department. He further told me that when he went after this job he made up his mind that he would get it and that he would answer all questions relative to furniture with "yes" or "no." He stated that he followed this course absolutely for more than one hour, and that the manager told him all about the stock and gave opinions on this and that maker. He listened very attentively and never deviated from the course of watching the man's face and the spot in the center just above the manager's nose. The latter engaged him, and related delightedly what an experienced furniture man he had acquired.

This course would be very dangerous with some people and would be easily misunderstood. It is therefore most important to make each customer realize that you are pleased to deal with him.

Men who receive such trivial but scientific flattery often buy most liberally. Joking and familiarity are always dangerous. It is always wise, when selling to your best friend, to preserve a more respectful attitude than that adopted in social intercourse with the same person.

TURN YOUR CUSTOMER OVER.

DO not permit vanity or pig-headedness to sacrifice the interests of the house if you can not sell your customer. It is no reflection on your ability but a strong confirmation of your loyalty and wisdom, when you know enough to turn a customer over to the next man.

DO IT IN A GRACIOUS, EFFECTIVE WAY,

with so much gentlemanliness and earnestness that the customer will never know that he is being turned over. The reasons you can give, the manner in which it is done, must all be the promptings of the moment.

There is nothing more exasperating and certain to lose the sale than to have a clerk

CALL ANOTHER

and say: "I have shown this man all we have that will suit him, and he wants to go out and look around, as he thinks our prices are too high." What ground has the new man to stand on in such a case as this? Absolutely none, because the statement is so broad and complete.

But in

TURNING OVER THE CUSTOMER,

suppose he says: "Mr. Jones, I cannot lay my hand on the suit that this gentleman wants, but as you have so recently handled that new lot of garments that came in the other day, I am sure that you will be able to find just what he is looking for; that $25.00 suit in gray over there

SEEMS TO BE A LITTLE BIT MORE

than he wants to pay."

In the latter case the incoming man has been given a complete outline of why he has not been sold, and is therefore in a position to open up the sale with a knowledge of what the customer wants.

Sink self for the benefit of the house. You may

KNOW THE STOCK

far better than the man to whom you turn the customer over, but when the other clerk tries to sell him you will find out where you made your mistake or where your stock is weak, and you can then go to the customer again from the new viewpoint established.

ONE CLERK AT A TIME TO A CUSTOMER

is an old, well-tried rule, and in no way should this ever be abused or infringed upon, but the clerk should know when to invite outside assistance.

Do not lose sight of the object of your presence in the store. It's not a social function where you are expected to appear because of your good looks, but you're in the store to make

"YOUR WINNING WAYS" A FACTOR

in the success of the business, and when you do not call your winning ways into practice you fail to make yourself of value. "Nothing succeeds like success," and any failure is so far-reaching in its effect in business that everything should be done to avoid it. The loss of a customer for a necktie, if it occur as the result of negligence or any avoidable cause, is criminal carelessness in the trade, because we all know one customer lost now is two lost later on, and one customer made now is certainly one or more

MADE FOR THE FUTURE.

Indifference is the most prolific cause for losing customers. "It's not worth the work." When you feel this way turn your customer over to anybody in the house. The errand boy will take as much interest as that, and the

HOUSE HAS A CHANCE

at the customer's money.

Clearly understand that I do not encourage or even mean to insinuate that I favor shirking, but no work to secure a sale, large or small, is too arduous, too much.

Every

CUSTOMER REPRESENTS AN OUTLAY

in cash to induce him to come into the store, and every well-thinking, right-minded clerk will consider that he has lost

CASH

for the house when his customer goes out of the door without buying.

Have an understanding with one of the boys, or even two or three, that when you find you can not

SELL YOUR MAN

you will turn him over, and ask them to do the same with you.

I have seen cases where the stock man sold the customer after the first call had missed his man; so don't be so indifferent to the interests of the house as to let your customer go without doing

EVERYTHING IN YOUR POWER TO SELL HIM.

THE ADVANCEMENT OF ROBES.

This Article of Apparel Is Now Considered Essential in Completing a Man's Wardrobe—An Exquisite Garment Soon to Be Introduced in This Country—Beautiful Combinations of Patterns and Colors Make Up the Present Summer's Stocks—New One-Piece Bathing Suits Growing Popular.

THE American gentleman and the well-clothed man of to-day have come to realize more than ever the convenience and comfort that may be derived from the possession of an outfit of robes for bath, lounging and many other purposes, and in a complete wardrobe these garments are now considered essentially important by those who pride themselves upon their appearance at home as well as away. Exact or indifferent though his taste may be when selecting one of these garments, that a man's desires may be satisfied in the most minute details is emphasized, from the retailer's and consumer's standpoint, both in the expansive variety of fabrics, patterns and colors used in their construction, and in the price that he is called upon to pay for his choice. The volume of business lately has shown the result of an increased demand and the consequent advancement of this article of wearing apparel.

IMPORTED ROBE OF ENGLISH SILK.

Four distinct weaves and a unique jacquard figure, wide stripe pattern.

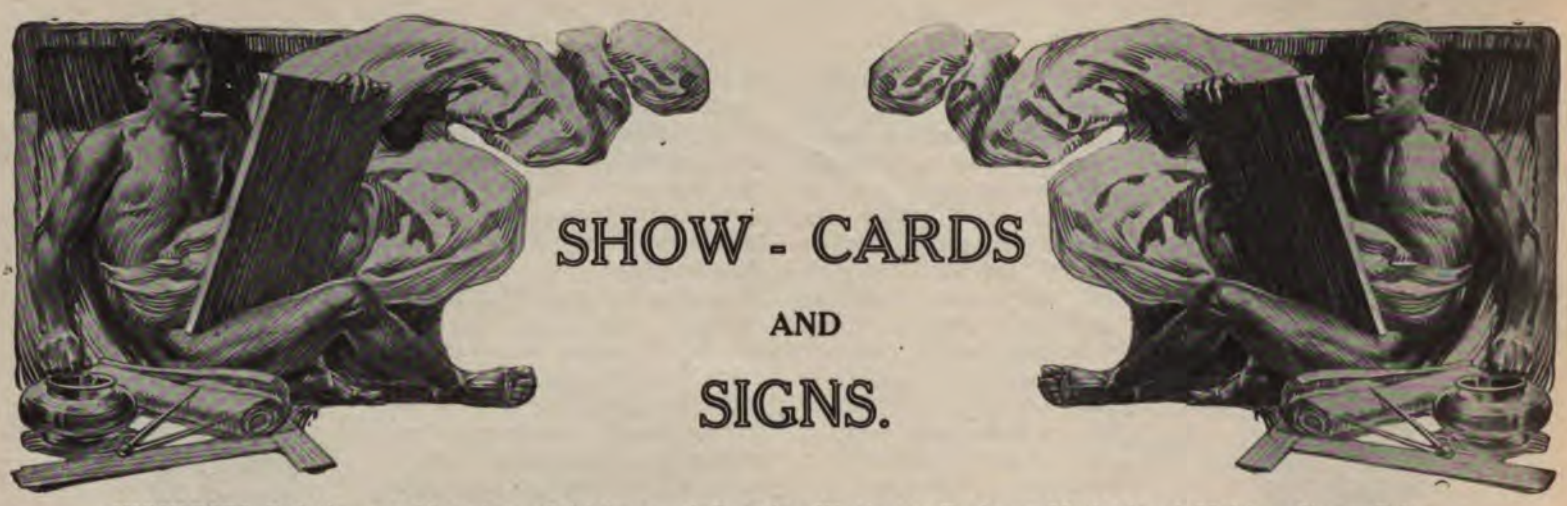
England has for many years been recognized as the leading producer of this garment in the high quality grades, and as America finds itself unable to contrive a competitive material for the manufacture of such goods, our importations of English products must necessarily continue. Soon we are to see here one of the most elaborate and exquisitely beautiful garments of this character ever made, the like of which has never before been attempted, and as usual our English cousins are the originators and manufacturers. It is a knitted lounging robe of pure angora and llama wool in heather mixtures. The material is extremely soft and fleecy, a regulation size garment weighing in the neighborhood of three pounds, and the principal shades will be of dark, subdued tones, in what the trade terms "shot-together" effects. Besides the plain all-over mixtures there will be such combinations as green heather mixed body with turquoise blue collar, and the like. The first sample was made in London just a short time ago, and the knitted wool lounging robe will first be introduced in this country in September, an order having been recently placed by an eastern retail merchant for a quantity to be delivered at that time; $45 and $25 will be the retail prices of the robe, made of angora and llama wool, respectively, and there is little likelihood of the article being imitated in America. It may be worn for any purpose to which a lounging robe is ordinarily put, at home or club, and, it is claimed, will have many features more desirable than anything now on the market.

In France the most popular bathrobes at the present moment are the Paisleys, which are now becoming favorites also in this country. A Paisley pattern, which does not differ radically from a Persian figure, permits the harmonious blending of such a great variety of colors that it is decidedly the most elaborate summer robe on the market to-day. They are made in either pure silk or cassimere in wonderful combinations of colors. Dark shades of green, red, tan, blue, gray and white are instantly discernible in one robe, while in another one might easily distinguish varied shades of dark and light green, white, lavender and gold.

A beautiful robe of this fabric is a navy blue body with a light blue collar, and retails at $22.50 in the fashionable shops. The idea seems to be to produce a robe of the lightest possible weight from material that has just enough body to serve the purpose for which it is intended, and in color effects that are pleasing and attractive without being ex-

NEW PAISLEY BATHROBE.

A pattern now popular in France.



INQUIRIES Relating to Materials, Criticisms of Practice-Work or Designs, Methods of Making Signs, Price Tickets and Cards, should be accompanied by a stamped envelope addressed to PALETTE, care of this Magazine.

PRICE TICKETS FOR HATS AND SHOES.

SUCH tickets should preferably be made in medium sizes, as the larger kinds divert too much attention from the shape of the article shown. We display a few simple designs that are practical and which can be readily made by any clerk. They are capable of changes in color combinations and lettering, just as other cards. Those here shown are engraved in the actual sizes intended for use and combine pen and brush lettering.

Some stores use one shape all the time, others change for each style season; some have the same card but change the color every month, and others change the style with each window trim.

If you desire only a few of one design you should take tracing paper, following the lines of the design in this book. Then place a piece of carbon paper, smooth side down, on your piece of card, and by tracing over the lines on the tracing paper with a hard lead pencil you can quickly transfer the pattern and then cut out the design with a pair of scissors, being sure for the first card to cut very close to the outlines. Always use your first cut-out card as a pattern for the rest, running a sharp-pointed pencil around the edges, holding the pencil point perpendicularly.

For shoe signs, the small tabs underneath are part of the card in one piece, and are usually attached by placing them through the front toe loops of the laces or fastening them to small pins having a round spring coil into which the tab fits, the pin point being first slipped into the top edge of the shoe lining, so that only the little coil can be seen.

For hat signs it is advisable to cut off the tabs and paste on longer ones by putting a dab of glue in the center of the back of each ticket. When they are perfectly dry, you slip the tab behind the hatband and the entire sign shows clearly in front, besides being held in proper position.

Several of the popular-priced hatters have adopted the use of an oblong price card 2 by 3 inches. These cards are of rough tinted paper and usually bear the firm's trademark and the price printed.

Without presumption we can assure our readers that any of the tickets shown on the opposite page will intensify the beauty of their window display. The designs are readily copied, but are especially drawn for the purpose of explaining to retailers a method of making large quantities at trifling cost.

Making Tickets at Small Cost.

AN engraving can be made of any of these designs on which only the dollar sign remains, so that after the ticket is printed your card-writer can insert any reading matter or price. Any photo-engraver will make a "line engraving" from these designs for one dollar. Suppose you desire 500 or 1,000 each of the designs numbered 1, 5, 9 and 10, printed at one time; your printer would cut 1,000 cards 5¼ inches square, on which he could print the four designs at one printing each time he feeds one card to the press. There would be plenty of space between each design, so that he could cut them in bulk with a machine and deliver them in small square cards, each having only one design.

Four-ply card is heavy enough. The printer cuts the cards into squares and can print black on all colors of card without marring the effect, besides making a contrast, so the design will be black and the card colored. Should you, for instance, desire all your cards light green, the printing can be in olive or dark green; heliotrope cards can be printed in purple; a buff card with brown printing would make an attractive showing. What is called "railroad" cardboard, which comes in a large variety of colors, is good to use for making these tickets.

When you get these cards from the printer, cut out the designs with a pair of scissors, either close to the printed outlines or by leaving a margin of from ⅛ to 1-16 of an inch all around the design, which adds to their beauty.

When large quantities are used, a die which has one edge very sharp is made to cut through about fifty cards at a time, so that within a few minutes 1,000 cards are cut. Our designs can be made more attractive by shading them in colors or using gold bronze where desired.

Designs 2 and 3 are much used by hatters in the East. Their simplicity makes the price quickly apparent to the busy throng. Numbers 8, 9 and 10 make especially good hat-tickets, but all of these shapes may be used for either hats or shoes. Designs 11 and 12 can be further decorated by first cutting out the outside shape of card, then cutting out the inner banner of contrasting colored paper, cutting six at a time by first marking the design on the top sheet. Then paste on your panels, outline them with a brush—any color you desire—and then letter.

A number of hatters use an engraving of any staple-shaped derby. The drawing is always in outline and about the same size as our heart design No. 1. The price is lettered in the body of the hat-shaped card. A Bowery hatter displays a bannered card like No. 8, and on top, with both arms outstretched, resting on the points of the banner, is a picture of a popular actress, attracting much attention thereby. Many stores use a square card having a projecting embossed oval, with trademark, and the price is lettered below this.

1

2

3

4

5

6

7

8

9

10

11

12

GRACEFUL CURVES *and* NATURAL POSE

are the distinguishing features of our

SUMMER SUITS

Serges

Flannels

Cassimeres

Worsteds

Homespuns

$15 to $45

Blues

Blacks

Grays

Browns

Fancies

$15 to $45

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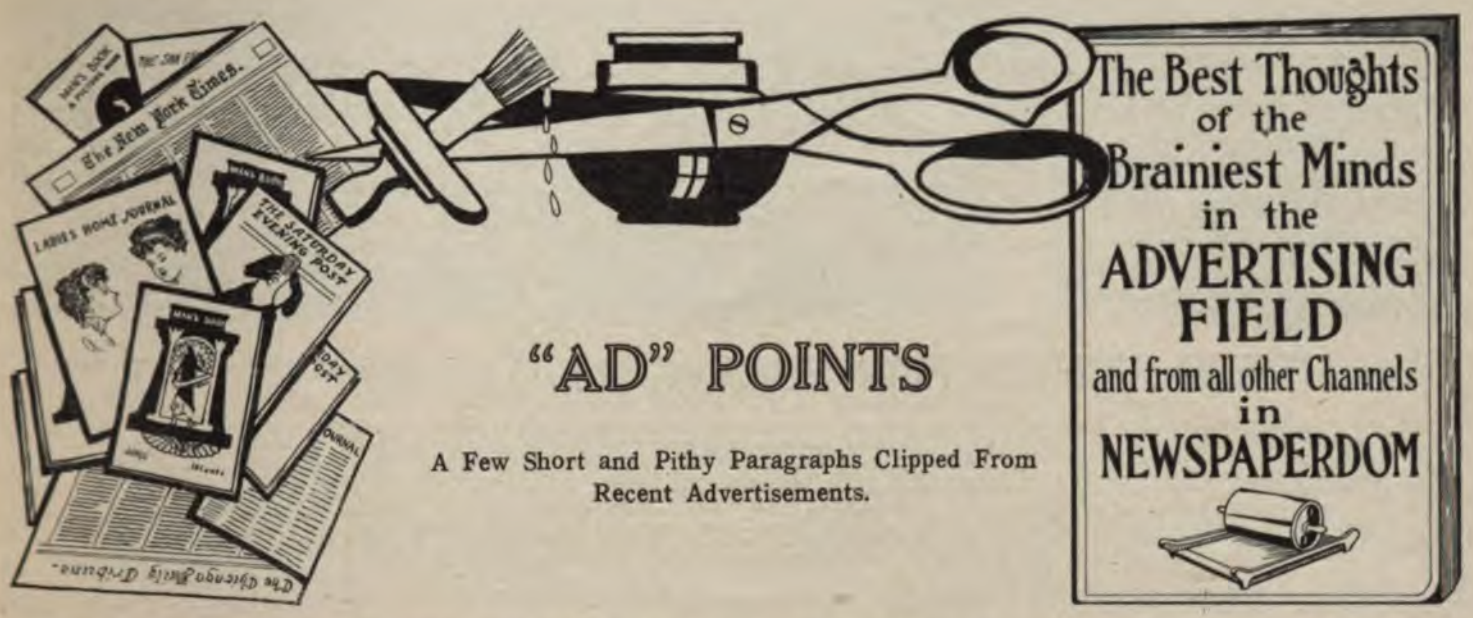
MORDKIN

The remarkable young Russian whose dancing has proved a revelation to New York opera goers

TROUSERS TO SUIT EVERYBODY


The New York Times.
LADIES' HOME JOURNAL
THE SATURDAY EVENING POST
The Chicago Daily Tribune.
The Best Thoughts of the Brainiest Minds in the ADVERTISING FIELD and from all other Channels in NEWSPAPERDOM

"AD" POINTS

A Few Short and Pithy Paragraphs Clipped From Recent Advertisements.

Sure!—We've those smart English cloth hats—so useful on rainy days.

Superiority of finish insures good service, elegance—and satisfaction, and the very best examples of that superiority are presented in these business suits, which are tailored by thoroughly experienced designers and craftsmen.

We sell everything for boys, their daddies and big brothers in the clothing and furnishing line.

A Special Trouser Sale To-day—Each pair was created for the current season and the assortment includes an extensive variety of the most wanted fabrics and colorings.

In no other shop can you duplicate the remarkably careful attention to details exhibited in garments of our production, and which, collectively, spell finish.

Let us demonstrate to you that our clothes embody the most advanced ideas of tailordom at home and abroad.

The best is none too good for a boy—nothing else can give service and satisfaction.

The broad-chested effect in our 1910 suits is obtained by good tailoring—not by padding. Graceful lines come from following the contour of the figure at the waist and hips.

From the weaving of the woolens to the finishing of each garment, our spring clothes reflect skill and talent.

Our business success is founded on confidence. Honesty of principle and integrity of merchandise have inspired in our patrons a sense of security in their dealings with us.

We've struck just the right keynote—we've produced just the type of suit younger men want—full of manly grace, individual in every line.

Our clothes are not of the ordinary sort. We have them made for us. We choose fabrics and linings and interlinings and even the buttons and the silk thread with which they are sewed. We prescribe the manner of the tailor work—especially the amount of hand tailor work that is to mold them to permanent shapeliness.

Little fellows' wants receive at our hands an amount of consideration rarely given in any other shop. Designs are unique, fabrics appropriate, finish as near perfect as can be. Taken in connection with exceedingly modest prices, our offerings should appeal to parents who appreciate the fullest measure of quality and good taste.

The large volume of our business minimizes the cost of production; hence our ability to cut in twain the custom tailors' prices.

We go to the expense of displaying more styles than any other hatter. Our great aim at all times is to sell you just the hat you should have.

MEN'S WEAR.

The great size of our stock allows you to hit the bull's-eye of your fancy every time.

Straw Hats for Men.—Literally the entire world contributes to the assortments that comprise this opening. In certain braids America produces the better hats; in others, China or Belgium or Italy. But no matter how far away the source of supply may be, we have drawn upon the best.

Every one a genuine Cuenca Panama, imported direct from Ecuador. We guarantee that they are not acid bleached, and that they will neither change color nor become brittle after long, hard usage.

Integrity of purpose, honor, is just as directly applicable to clothes as to character.

The collection is a veritable exposition of the straw hat industry of the globe, and gives to you unrestricted choice from every known style and every variety of braid and finish.

Cheapness and costliness often mean the same thing.

Ideal shirts for outing, golfing or general wear. Made as carefully as the best custom garments and shown in a variety of the newest colorings.

Quality really means economy—true economy.

Seasonable fabrics and colorings, in the current models, for men of all sizes and proportions.

A raincoat contributes to peace of mind if it's a good one, like ours.

Straw hats! Every good sort! Every day now!

Caught in a shower of luck! 1,500 umbrellas, 85c each.

Athletic young men will be glad to know we're all ready with athletic underwear in summer fabrics.

Expressive head-and-hand tailoring defines the grace and vigor of every line and curve of our garments.

These models are authoritative, exclusive and a little ahead of the hour in style.

Conservative suits, with three buttons and a high roll collar.

Liberal suits, with two buttons and a low roll collar.

Ultra suits—three buttons close together, and a low roll collar; $16 to $25.

We use only the finer fabrics, woven at home and abroad, in our clothing.

Can't blame us if you don't get the biggest money's worth in spring clothes. We're always telling you where it's to be had.

The quality of our clothes is demonstrated by their quick sale and the few alterations required.

Value giving is the only seed we sow. It yields us a harvest of satisfied customers.

DRESS ETHICS FOR SPRING AND SUMMER, 1910.

Editor's Note:—The ethics of dress are subject to numerous ramifications and extensions in the United States, where such questions are largely determined by the dictates of common usage and traditional good taste, rather than by any absolute authority or by "class" distinctions, as in the older and monarchic governments of more ancient civilizations. In the great cosmopolitan centers, too, where there is more or less individuality expressed in the clothes worn by the men in the daily commercial and social intercourse of each succeeding month, one is apt to note, from time to time, numerous fads and foibles of dress which, while they can scarcely be called "bad form," are, nevertheless, from the point of departure of the really well-dressed man, in somewhat questionable taste. It is well to remember, in considering the matter of dress ethics, that simplicity and dignity should always be the distinguishing characteristics of the clothes of the well-dressed man. There are, however, certain clothes that are "en regle" for certain occasions and which permit of no variation. In the following pages these will be indicated by a bold-face type. Suggestions, com ment, permissible variations from "the letter of the law," etc., will be indicated in a smaller type. The suggestions contained in these columns are, naturally, subject to style and season change.

EVENING DRESS—FORMAL

For all occasions after 6 o'clock.

Overcoat—Lightweight Black Overcoat, Opera Cape or Inverness.

Overcoats made of light-colored cloths should not be worn with full dress—except in emergencies.

Coat—Swallowtail or "Clawhammer," With Peaked Lapels, Silk or Satin Faced to the Edge. The Collar Is of Cloth. The Coat Should Be Black and May Be Braid-Bound, If So Desired.

Some of the newer coats have black ivory rather than silk buttons. Others are made with a rolling shawl collar. Dress coats are also made with peaked lapels and velvet collars, but they are somewhat theatrical, as are the coats made of Oxford gray and very dark blue fabrics, now being introduced. Some recent coats are made of self-striped fabrics and dark cloths with white hairline stripes. These "outre" garments, however, are in more or less questionable taste and are avoided by the discriminating. It is to be noted that the dress coats made after the English models are very much more short-waisted than those in general use in this country.

Waistcoat—White, Single-Breasted, and of Wash Material. It Has a Rolling, Soft-Laundered Collar and Closes With Three or Four Buttons, According to the Figure. A Waistcoat Made of the Same Material as the Coat Is a Useful Adjunct to One's Wardrobe. It May Be Worn to Theater Parties, Dinners in Public Restaurants, Etc.

A characteristic of the newer waistcoats is the return to the U-shaped opening, which is so cut as to show a generous amount of the shirt. The English waistcoats, like the coats, are decidedly short-waisted. The points of the newer waistcoats are less obvious than those of last season. The vogue of the waistcoat with a V-shaped opening is unquestionably passing in this country, although many are worn still. It is not, however, at all suitable for formal wear, as it conceals too much of the shirt front. Evening waistcoats of white silk or brocade may be worn, but they are not as good form as those of wash fabrics. A double-breasted waistcoat may be worn, if preferred, although these are rarely seen at the present time.

The buttons of the waistcoat may be jeweled, or moonstones in simple settings, matching the shirt studs, or even gold, on all essentially formal occasions. For ordinary evening wear, however, they should be plain mother-of-pearl or enameled. The buttons on the waistcoat made of the same material as the coat are, of course, like those which embellish the coat.

Trousers—Matching the Coat. The Outseam Is Usually Braided, With Either a Single or Double Braid.

For wear at private dances, house parties and the like, evening suits are now being made with short trousers of the same material as the coat.

Shirt—Plain Linen or Fine Pique in Self Pattern—Stiff Bosom.

The shirt may close with a single stud, which is either a handsome pearl or some rare jewel set in brilliants—or with two studs, which are either moonstones or small jeweled affairs. Less elaborate studs in good taste are small pearls, carnelians, white enamel or even mother-of-pearl. Stiff-bosom shirts, finely tucked and embroidered, are largely affected now by the foreign element, which forms so great a portion of the New York public. The soft plaited shirts which so many men wear in the cafes and at the theaters these days are essentially informal in character and should be reserved for wear on stag occasions, with the dinner jacket, although custom seems rapidly to be sanctioning their use even on formal occasions.

Cravats—White, of Pique, Cambric, or Fine Linen.

White silk ties are not good form, and the black silk ties sometimes affected by the unthinking are not correct with formal evening dress.

Collars and Cuffs—The Military Band Collar, by Preference, or the Poke Collar. The Cuffs Usually Have Square Corners.

Attention is called to the fact that at least nine out of every ten men one sees at the present time wearing evening

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dress have on wing collars, the tabs being small and with rounded corners. While this is still considered by the conservative to be somewhat of a solecism, yet the fashion, being so universal, must be acknowledged to be entirely "comme il faut." This form of collar, however, is much less formal than either the band or the poke collar, and should not be worn on "state" occasions, so to say. A new expression of the wing collar for evening wear has square tabs. Cuffs with round corners are often worn at the present time. It is needless to say that detachable cuffs should never be worn with evening dress. Custom-made dress shirts are sometimes made with double cuffs.

Jewelry.

In addition to the studs and waistcoat buttons described above, white or jeweled cuff links, matching or similar to the studs, are worn. To prevent the tie from slipping up on the band or poke collar a small gold device with a single pearl which acts as a hook may be worn on either side of the collar button, under the bow. Watch chains, except the very fine-link platinum ones, with jewels, or very fine gold "threads," are rarely worn now with evening dress. Fobs, too, are less frequently worn than formerly, but an antique seal may be worn on a silk ribbon. At the present moment the jewelers are showing elaborate designs in gold fobs. Rings containing jewels should be worn only on the little finger of the left hand, and, if jeweled rings are worn, the signet and other rings more appropriate for day wear, should not be worn.

Gloves—White Glace Kid With Self Stitching.

There has been an unsuccessful attempt, during the season just past, to revive the vogue of white gloves with black stitching, for evening wear. We do not recommend the use of the gray gloves which one sees occasionally with evening dress. Gloves should not be removed at the opera, receptions or other formal occasions, except dinners. When dining out, however, you will leave your gloves in the dressing room with your hat and coat.

Hat—The Silk Hat Is Correct for All Occasions When Full Evening Dress Is Worn.

Even at the theater or the opera, the opera hat is worn by comparatively few men at the present time, although, if you happen to have one, it is a perfectly correct form of headwear for the opera, theater or engagements of that character. The silk hat, however, should be worn to dinners, receptions, etc.

In midsummer, in town, it is not at all an unusual sight to see men wearing straw hats with their evening coats, a hybrid though perfectly permissible combination of apparel.

Footwear—Patent Leather Pumps With Black Silk Socks.

The socks should be plain or have self-clocks. Patent leather shoes with button tops of calf or low shoes of patent leather may be worn if preferred, but pumps only are absolutely correct for wear with evening dress. Fine lisle socks may be worn if preferred. If stormy, arctics may be worn as a protection.

The rules governing the use of full evening dress are somewhat relaxed during the months of June, July and August—if one has to stop in town. Dress coats are rarely seen, the dinner jacket taking its place at the roof gardens and in the restaurants. Also, except at the most formal resorts, it is entirely proper to wear a dinner jacket after 6 o'clock, while on one's vacation, for example, even though it be in an "Adamless Eden."

EVENING DRESS—INFORMAL

For wear after 6 o'clock, at home, on all stag occasions and at public affairs at which one does not expect to be presented to the ladies who are present, as, for example, the theater, restaurants, etc.

Overcoat—Black Chesterfield or Lightweight Evening Coat.

With informal dress there is no reason why any dark lightweight overcoat may not be worn. The dinner suit has practically no more "standing" than the business sack. It is always better taste, however, to wear dark clothes at night. No overcoat is required in warm weather.

Coat—Dinner Jacket With Silk-Faced or Satin-Faced Peaked Lapels.

This coat may be made of black or dark gray fabrics, as preferred. As in the dress suits, an attempt is being made at the present time to introduce fancy fabrics, striped materials, etc. For midsummer and vacation days the dinner suit may be made of mohair. Dinner suits of white flannel are also manufactured for wear at summer resorts, but these are not especially practical garments and can hardly be recommended for general use. The dinner jacket may have a rolling shawl collar, if preferred.

Waistcoat—Of the Same Material as the Coat or of Black Silk, Dark Poplin, Etc.

On very hot nights in midsummer it is quite proper to wear a white wash waistcoat with one's dinner jacket. Waistcoats of fancy colors, light grays, and curious silks, affected by a certain element, are becoming "sanctioned by custom." They are worn by smart men in some European cities (chiefly Continental), but in this country can scarcely be called "comme il faut."

Trousers—Matching Coat, With Plain or Braided Outseams.

Shirts—Plain Linen or Plaited Bosom.

The bosom may be soft if desired.

Collars and Cuffs—The Fold Collar Is Usually Worn With a Dinner Jacket, Although Some Men Like to Wear Wing Collars.

As the coat is such a negligee affair, however, the fold collar will be found more comfortable, especially in warm

weather. The cuffs may be made single or double, but as the sleeves of the coat are short enough to show at least an inch of cuff, the new double cuffs are more effective.

Cravat—The Cravat Should Be Black.

At the present writing it has rather wide ends. The tie may be of the same material as the waistcoat if the fabric is dark. The wearing of light gray or similar ties, even though the waistcoat is of this questionable color, is not in good taste.

Gloves—White Buckskin or Chamois; Gray Suede.

This, of course, applies to street wear. Having arrived at your destination, it is not necessary to wear gloves with a dinner jacket.

Jewelry—For General Use the Studs and Cuff Links Should Be Gold.

A fob or gold watch chain may be worn. Studs and cuff links of semi-precious stones, amethysts, garnets, etc., may be worn, if preferred. With the silk waistcoats the buttons may be of semi-precious stones.

Hat—Derby, Soft Black Hat, or, in Season, a Straw Hat.

Footwear—Pumps; Low Shoes of Patent Leather or Calfskin. Black Silk or Lisle Socks, Either Plain or With Clocks, Black Silk Socks, Shot With White.

DAY DRESS—FORMAL

For all dress occasions before 6 o'clock.

Overcoat—Black or Dark Chesterfield or Frock Overcoat.

In spring and summer, however, there is no real need of an overcoat with formal day dress, and one should not wear one unless the weather is stormy, and then you may wear your raincoat by way of protection.

Coat—Full Frock or Morning Coat (Cutaway).

The latter may be either plain or braided, the braided coats being in great favor at the present time in this country. In England, however, where the braided coat has held sway for so long a time, the newer coats are being made without braid. The frock coat should be black—the morning coat may be either black or dark gray. The "colored" frock coats, made of light gray fabrics and fancy materials, are not in the best taste. According to the present usage, the morning coat is quite as formal a garment as the full frock, and it is quite immaterial whether you wear the one or the other. The younger men all affect morning coats at the present time. One is more apt to see the frock coat on middle-aged men only. A youth in a frock coat is rather an unusual sight these days. There are no formal occasions in which a morning coat is not perfectly "good form," but it is better taste for the groom to wear a frock coat at his wedding. His best man and ushers, however, may all wear morning coats.

Waistcoat—Of the Same Material as the Coat or of a White Wash Fabric.

With the cloth waistcoat an edging of white duck may be worn.

Trousers—Worsted or Cheviot; Dark Gray Effects With Stripes; Black Striped Fabrics.

Full frock suits made of light-colored cloths, with trousers to match, and morning coats with trousers of the same fabric as the coat, are more or less informal in character, partaking as they do more of the nature of business and so-called "walking" suits, and should not be worn on dress occasions.

Shirts—White, Either Stiff-Bosomed or Plaited.

With the morning coat it is quite permissible to wear shirts made of white fabrics with colored stripes or sprinkled figures, providing the effect of a white shirt is preserved. Shirts of dark, strong colored madras, for example, are not good form for formal day dress.

Collars and Cuffs—Tall Wing Collar With Very Small Tabs. Band or Poke Collar if Preferred.

The wearing of fold collars with formal day dress, although affected by a number of men to-day, is in wretched taste and should not be considered for an instant.

The cuffs may be either single or double, but they should always be starched. The soft-laundered cuffs are not suitable for formal dress.

Cravat—The Once-Over Scarf or the Four-in-Hand.

The scarf, if a once-over knot is worn, should be white or gray or some light-colored brocade, or else black or black and white. With the four-in-hand a greater license is allowed, but cravats of strong colors should be avoided. The ascot is rarely worn nowadays, although there is no objection to it. With the morning coat a four-in-hand is the most popular scarf.

Gloves—Gray Suede or One of the New Pale Tan Shades in Suede; White Buckskin or Chamois.

Jewelry—Gold Cuff Links, Etc.

Links of semi-precious stones may be worn, if preferred. Gold watch chain. Rings containing jewels may be worn on formal day occasions. The once-over scarf should be held in place by a pearl or jeweled pin. Only the smallest jeweled scarfpins are worn in the four-in-hand.

Hat—Silk.

The derby is sometimes worn with the morning coat in the street, etc., but this is a distinctly informal combination and should not be worn in the afternoon if you contemplate paying calls or expect to be anywhere where there are "ladies present."

Footwear—Dully Polished Calfskin Shoes; Black Silk or Lisle Socks.

Patent leather shoes may be worn, if preferred, and fancy socks, providing the latter are dark-toned.

DAY DRESS-INFORMAL

For all day occasions, such as office wear, traveling and the like.

Overcoat—Lightweight Chesterfield or Other Topcoat; Weatherproof Throw-On.

The variety of overcoats that one may wear in the daytime is practically limitless. In the late spring and summer months, however, unless living in the cooler sections of the country, one rarely wears an overcoat by day unless it is stormy. Just now the rubberized coats are most popular for such occasions. It is best, perhaps, to get a summer coat that is not too long, if you have any amount of walking to do. Ulsters and the like, even though made of very lightweight fabrics, are more suitable for motoring and the like than the ordinary occasions of one's daily business life.

Coat—English Walking Coat, the Cutaway, the Sack.

Of these three coats the sack is, of course, the one most generally worn and the accepted favorite for all informal occasions. It may be made of either light or dark fabric, as fancy dictates, and one cannot have too many sack suits. The cutaway or morning coat, having been translated to the realm of formal attire, is rather infrequently worn to business by the majority of men these days, although it is much affected by professional men. The English walking coat, a more formal garment than the sack and made of fancy cheviots, etc., is being revived for wear during the business day. It is cut on similar, though not the same, lines as the morning coat, and is a pleasing, though not necessary, item in the wardrobe of the well-dressed man. A recent importation is the black braid-bound sack, worn with striped trousers. It is suitable only for the most formal business occasions, not for general wear in one's commercial life.

Waistcoat—Of the Same Material as the Coat.

White or light-colored flannel waistcoats of wash or other fabrics are also suitable for summer wear. The omission of a waistcoat in hot weather is a solecism, its only possible excuse being that it is sanctioned by custom. A really well-dressed man always wears a waistcoat in town, no matter what the height of the mercury. Out of town, of course, this convention is not so strictly adhered to.

Trousers—Of the Same Material as the Coat.

With the black morning coat, of course, striped worsted or cassimere trousers are worn. With walking coats, sack coats, etc., the trousers must always match the coat.

Shirt—The Shirt May Be Either Plain or Plaited.

For business wear in hot weather soft shirts will be found more comfortable. In the spring, if the morning coat is worn, the shirt should have stiff cuffs, preferably white or of fancy madras which is light in tone. Stiff-bosom colored

shirts may be worn, if fancied, especially with the walking coat, but as the season advances you will doubtless be glad to dispense with the use of starch.

Collars and Cuffs—All Kinds of Fold Collars Are Suitable for Summer Wear.

The wing collar, which is practically "de rigueur" with the morning coat, may also be worn with the sack coat, if preferred. While the fold collar may be worn with the walking coat, it should not be worn with the morning coat, as the latter is a more formal kind of dress. A great many New York men commit this solecism, however. Cuffs for business wear may be either starched or soft, but the soft double cuffs are more comfortable in warm weather.

Cravat—Either Four-in-Hand or Bow Tie.

At the present writing there is a decided leaning toward narrow scarfs, but they are not nearly as graceful or smart as the softer scarfs with flowing ends. It is well to avoid geometric lines as far as possible.

Gloves—Cape or Mocha, Gray Suede, Chamois.

Most men do not like to wear gloves at all in warm weather, but it is extremely bad form not to do so—except possibly in midsummer. Lightweight gloves of all kinds are suitable for hot days, even silk ones, if you like them, but wash leather gloves are better. As white chamois gloves can now be obtained, they seem to offer a solution to the problem. They are in better taste than the yellow chamois gloves, although the latter are perfectly correct for informal occasions.

Jewelry—Gold or Semi-Precious Stones in Cuff Links (and Studs—if Worn).

It is considered better taste these days not to wear a scarfpin with a four-in-hand scarf. At least, only a most unobtrusive pin should be worn during business hours. Rings containing precious stones, strictly speaking, should not be worn to business—signet and plain gold rings being in better taste for these early hours of the day. But this is a rule that is more observed in the breach than in the fulfillment. Leather or gold watchguards may be worn.

Hat—Derby or Soft Felt Hat; Straw (in Season).

With the morning and walking coats, strictly speaking, a silk hat should be worn, but as few men in this country ever think of wearing a silk hat to business, there seems to be no objection to wearing a derby with a morning coat to one's office or even when walking in the Avenue, if you are not going to meet or call on any women of your acquaintance. With the walking coat, too, the derby is, of course, perfectly correct. According to present usage straw hats are worn with almost any coat in midsummer, as are the soft felt hats, but when it is too hot for a derby it is about time to put tailed coats in cold storage.

Footwear—Low Shoes of Black Calf or Brown Leather.

High shoes, in warm weather, are usually reserved for stormy weather. Brown shoes, of course, are only worn with sack suits. It is better form to have leather lacings in the shoes. Silk bows should only be worn at night. Patent leather shoes should not be worn with sack suits. Socks may be selected as fancy dictates. With low shoes, however, it is better, when possible, to wear silk socks, as they "dress" the ankle better than the lisle ones. Socks which are light in tone should not be worn with dark shoes, but should be reserved for outing occasions when white shoes and white flannels are worn. Black or any quiet color socks may be worn with brown shoes.

FUNERALS

The proper dress for pallbearers consists of a black frock coat and waistcoat, trousers of some very dark striped fabric or matching the coat, if preferred; white shirt, collar and cuffs, dull black scarf black silk hat, with mourning band, and black gloves and shoes. In cases of emergency, however, a black cutaway may be worn instead of the frock coat.

For men, not pallbearers, attending either a house or church funeral, the correct dress conforms to that of the pallbearers as given above. If not a relative the hat band should be omitted, dark gray gloves may be worn, and a derby hat instead of a silk one. If it is not convenient to wear the more formal dress that is "en regle" on such occasions, any very dark sack suit is permissible, although a black one is preferable. White or black and white shirts, somber scarfs and gloves should always be worn. If a man must wear a soft hat it should be a gray or black one. The wearing of bright colors of any kind, either in suit, linen, neckwear or hat, even though the deceased may be only a most casual acquaintance, is not considered good taste on solemn occasions of this kind.

But, after all, the question of just what to wear to a funeral must necessarily depend very largely upon the time and the place. In midsummer, for example, there can be no objection to the wearing of a straw hat with a somewhat wide black ribbon, and the rule demanding formal attire is often relaxed in favor of the black sack suit. Particularly is this true of funerals that take place in the country, where the laws governing "correct dress" are so much less rigidly adhered to.

MOURNING

The wearing of mourning by women is a somewhat formal undertaking, in which the degrees of mourning are carefully graded and the periods somewhat carefully marked, but men nowadays are very apt not to wear mourning at all, because, as someone has cheerfully remarked, "It is becoming less and less the fashion to mourn." This tendency to dispense with the formal expression of one's grief is a thing greatly to be regretted, as it indicates in many instances a lack of dignity and an absence of self-restraint, and these things, regarded purely from a civic point of view, of course, remind one rather of a period of decadence in a nation's history, because, after all, it is the conventions of life, galling though their yoke sometimes is, that weld things together and preserve a people's dignity.

The periods of mourning for men, therefore, are largely questions of personal feeling, but strictly speaking a widower should wear black for a year or eighteen months. What is known as first mourning requires black suits, with white linen, dull black silk scarfs, dully polished black calf shoes, black enamel cuff links and a hat banded with crepe. In former years a very wide hat band was worn, but nowadays this is considered too ostentatious and not, therefore, in the best taste, so a band of moderate width is worn. After eight months the band is removed from the hat, when second mourning may be worn. This consists of black or gray clothes, black scarfs or a black scarf with a little white figure or line, gray gloves, shirts of white or black and white linen, gold cuff links, etc. It is not in good taste to wear shirts with violet stripes. While violet, for some sentimental reason, has become associated with "half mourning," it is in reality one of the fashionable colors of the moment for morning wear, and is in no sense a color of grief. It is not in good taste for a man to carry a black-bordered handkerchief.

A man usually wears mourning for a parent, a child, a sister or a brother for a year, although if he prefers he need only do so for a period of six months. In these instances the mourning is the same as that of the widowers' first mourning, except that the hat band is narrower than that worn by the widower. It is rarely now that a man ever wears mourning for his grandparents, his cousins, his uncles or his aunts, but if he does so the second mourning, as given above for the widower, is the proper form of dress. Second mourning is worn for a sister-in-law or a brother-in-law.

Just a word about the growing custom of wearing a black band on the sleeve as an indication of half or second mourning. Is it not, after all, a rather meaningless and entirely unclassifiable custom, as men wear it quite indiscriminately for the nearest or the most distant relative or connection? It is certainly an indication of thriftiness and, it must be said, is a particular affectation, as it suggests that a man wants to show the world that he is grieving, but yet not enough to make him wear black. Black bands were first worn in England, where they were put on the liveried servants, whom it was not thought necessary to fit out in complete uniforms of black, and black bands are, of course, more or less a factor in court life, where there are many occasions when formality demands short periods of mourning, and also in the army, etc., where uniforms cannot be changed, and so the black band is donned. It is usually considered better form to abjure entirely the livery of grief if one cannot afford or does not approve of wearing black, and, as nearly everyone has at least one black suit, or should have, the necessity of the band is not quite apparent.

Suggestions for proper wear on special occasions, outings, sports, etc., will be treated in subsequent issues of the magazine.

PARISIAN FANCY VESTS.

The Vests of the Moment in the French Capital. Illustrated With Notebook Sketches by Fairchild's, Paris.

PARIS is the city of the wonderful! Were a book to be written on life in this metropolis, it could not fail to include as one of its most interesting chapters, "What the fertile brains of the Parisian tailor can create." Fancy vests, chiefly, offer a vast field to the creative spirit. Here, probably more than anywhere else, fancy waistcoats are favored. One can wear them on any occasion; they are suitable for daily wear, formal wear, dressy wear, evening wear.

SUMMER PIQUE VESTS.

Pique vests will be in full vogue this summer, but made out of fancy piques, not the bright khaki of last summer, but gray hues.

Fig. 1 is a piqué vest with a gray background, having black diagonal stripes. The stuff is so woven as to present on the front a V-pattern; it is double breasted, with five buttons fixed on a V line. This vest was intended to be worn with a frock coat of light gray cheviot (Shetland wool). Fig. 2 is the same, with no collar.

Fig. 3 is an "inédit," a vest designed for riding wear. It is made of a special material—riding tweed—a maroon background with plaid pattern of gray crossed lines (Prince of Wales design). The lapels have quite a special line, very broad and double breasted.

A VEST SEEN AT THE CAFE CARDINAL, WORN BY AN HABITUE OF THE PLACE.

Figs. 4, 5 and 6 are pictures extracted from "Les Galeries Lafayette" summer catalogue, and show the new shapes in fancy vests, which will look their best in the small check fabrics. Two of these popular small check patterns are illustrated. Fig. 5 is the right vest for a frock coat.

Fig. 7 is a vest noticed in "Coutard's" windows on the Boulevard. The collar is cut in the shawl shape. The stuff is a gray ("tattersal") soft wool, having a diagonal effect, composed of several dark lines, with an inside diagonal weaving. Now parallel and perpendicular lines of white mercerized wool are running; the lapels are so cut that one of the lines runs parallel to the side. The whole being in a medium gray, the effect produced is what we call "ton sur ton" (tallow color).

Fig. 8 is quite a novelty. Only one man has been observed wearing it; that is, its creator and maker—a cutter whose brains are very fertile in innovations. The effect is not bad, after all, though very odd. It has been inspired from the Mousquetaires dress. It is so double

breasted as to form a lozenge on the breast, and the lapels, well curved, are peaked downwards. Some dinner jacket vests have been cut in a similar fashion this winter. The pockets are adorned with lapels.

The nicest style for wear this summer will be single-breasted vests, made of plain white or light gray real linen (toile nationale, in French).

AN INTERVIEW WITH M. ANDRE DE FOUQUIERES.

M. Andre de Fouquieres, who is known in Paris as the "King of Dandies," a French authority on modes and manners, was recently interviewed by a representative of Fairchild's, Paris. To our representative M. de Fouquieres said that he gloriously likes Americans, that they are superior and elegant in wearing sporting clothes and the loose clothes necessary to a busy life, but that they are, in his opinion, unsuccessful in aristocratic dressy apparel, owing to the lack of ancestral traditions and the many influences of time. He declares Americans to be chivalrous, most elegant and worth admiring in their splendid efforts to make money for their wives to spend lavishly in a social reign in Europe. He declared Americans certainly most intelligent and that they will surely improve with time, from the viewpoint of which he now considers them lacking; but that, in his opinion, republicans cannot lead fashions.

FIGURE 1.

M. de Fouquieres may give a series of lectures in the United States next fall, and says that one of his principal subjects will be fashions, principally masculine.

An account of an interview with this Parisian authority on men's wear, which appeared not long ago in a Paris newspaper, states in part:

"A glance at the cut of M. de Fouquieres' blue lounge braided coat and vest, the former cut very long, double breasted, the waistcoat double breasted also, folding over to one solitary button, from which it was then cut away at a bold angle, over a pair of soft gray check trousers, is sufficient to give the conviction that his tailor is a Londoner.

"'Yes,' exclaimed M. de Fouquieres, 'London is the only place for men's clothes. There is an elegance about the London style that it is impossible to find in any other country. The simplicity of line, long and harmonious, the easy cut, show the human figure to its best advantage. And I am one of those who think that our modern masculine dress can be made very nearly as graceful and becoming as the clothes worn by the 'gentilhommes' of the days of the last Louis, which, in any case, would be quite out of place now and inappropriate to modern conditions of life.'

"M. de Fouquieres dislikes American-made men's clothes. 'Properly speaking,' he said, 'there is no American style. Americans are, above all, practical. Hence the shapeless, large, loose-fitting suits which the average American is content to don. He wants plenty of play for his limbs, and sacrifices all else for that. The result is terribly inartistic and unesthetic, however. American shoes, with their bulging fronts, also illustrate this American eye to the practical and neglect of the beautiful.

FIGURE 2.

FIGURE 3.

"'American women, too, dress badly. It is not surprising that the typical little traveled American man or woman is so easily recognizable in Europe. Their clothes betray them. After all, a nation cannot have everything and every quality.

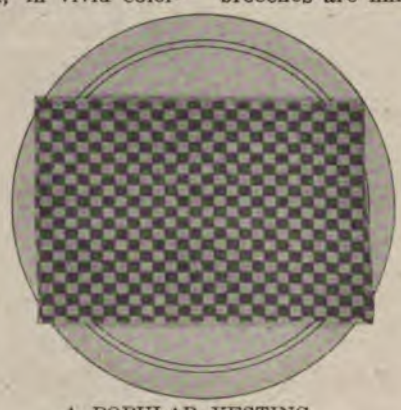
"'Of course, it must be quite understood that in these criticisms I do not speak of the many Americans who, by lengthy sojourn in Europe, have learned that we, too, have

something worth copying. Such Americans dress like the Londoner or the Parisian.

"M. de Fouquieres believes that fancy evening dress will be worn by men ere long. 'Not,' he explained, 'in vivid colorings like red or yellow, but in soft neutral tints that cannot jar. One of the principal reasons why high coloring can never be accepted for men's evening wear is that it would spoil the effect of the bright toilettes of the women.'

"In his lectures in America M. de Fouquieres will speak on the 'dandyism' of different epochs, different nationalities and different individuals, such as Beau Brummel, in England; Comte d'Orsay and the Duc de Richelieu, in France. 'Proper, even fastidious, care and attention to one's dress and appearance is a duty,' declared M. de Fouquieres, 'and that by no means excludes an active participation in the artistic, literary, scientific or industrial movements of the time.

"'An impeccable toilette is not sufficient to stamp the dandy. The real dandy ought to possess a ready wit, if possible, but certainly an invariable politeness. I am sorry to notice that there is a marked falling off among the young generation in France in that polished politeness which has been the glorious reputation of Frenchmen for so many centuries. Young men are adopting the habit, for instance, of remaining covered while conversing with ladies, and in other respects are beginning to manifest an impertinence and general nonchalance that are extremely disagreeable, and foreign to the traditions of our race. But I hope this is but a transitory wave destined to disappear rapidly.'"



A POPULAR VESTING.

The Tailor and Cutter of London, in their latest issue, describe a "farmer's suit," assisting the description by an illustration. The suit consists of a "morning coat, cut very full in the front, and finished with an out breast pocket and flap pockets on the hips. It is of medium length, and buttons fairly high. The vest is an S. B. step collar style, is fairly long, and is finished with moderately cut-away fronts. The breeches are finished with fairly large size thighs, but nothing like so much as in those worn by gentlemen for riding. The leggings are made to fasten with buttons."

The same paper says of the fancy vest:

"Probably there is no garment that is more neglected from the standpoint of the cutter and maker than the vest; and yet it is the one garment which provides scope for more smartness and style than almost any other. During the last year or so there has been a considerable change in the fashions of this garment; but the varieties have now almost reduced themselves to one, and that is the S. B. no collar, cut fairly long, with sharply cut-away points, and the bottom well curved up over the hips. These features have been embodied in our 1910 model patterns."

In describing some of the costumes worn at the opening of the British Royal Academy, they state:

FIGURE 7.

FIGURE 8.

"It was very interesting to sit on one of the lounges and watch the middle-aged gentlemen of the crowd pass by; quite a large number of these were wearing morning coat suits. These were invariably well made, but had nothing of the dandy style about them. For the most part they buttoned three at the front, and did not roll very low. The skirts were moderately cut away, and the length reached to just above the knees. In some cases there were flaps on the hips, but, generally speaking, the skirts were quite plain. Black cloth of the indistinct twill finish was the most popular for the morning coat and vest with dark striped cassimere trousers; but in some instances suits of neatly striped materials in gray and green shades were used. Probably, however, the smartest suit of this kind was one made from gray marle worsted, of a medium shade, finished with plain edges.

FIGURE 5.

FIGURE 4.

FIGURE 6.

FAIRCHILD'S, PARIS, SAYS:

THE weather is so bad, it rains and hails so much, that few people dare discard their winter attire and don their summer apparel.

To describe the fashionable windows of the town there will be used illustrations extracted from the catalogue of Les Galeries Lafayette, which are very complete.

SHIRTS.

At the Salon des Artistes Francais, and at the smart cafes on the boulevards, there is only one rule governing the choice of fancy shirts. These shirts must show as much white as possible, and only a few stripes of dark colors.

The best and favorite color is dark blue—transverse lines on a very small oval front or perpendicular stripes (three or four together) on a square front. Mauve stripes make their appearance. As for black ones, they have been so long in fashion that there is no use speaking of them.

The material used for the body of the shirt is thin percale, and for the fronts percale or—for the very finest ones, such as may be seen at the "Sport"—batiste.

An attractive pattern noticed in the same window was: Front of white batiste, plaited; three dark blue lines, close together, at the extremity of each pleat, and, between, a small band of a light wood color. The body is made of the same wood color, the whole extremely pale. Brown bows will look their best on such shirts.

Another fine combination is shown at "Fashionable House:" White light batiste fronts, with lines effect "ton sur ton" woven, and very small spots. The colors are light blue, light mauve, light wood; breeches match those shirts. They are displayed with ties of blue-spotted white, or in the new pattern in bandana silk, with Indian patterns, as shown in Fig. 1.

TIES.

Bandana silk is greatly favored and Indian patterns will have a great vogue this summer. They are carried out either in dark colors, blue, green, mauve, with white printed designs —or in blue, red, yellow, white medleys.

A review of the ties illustrated follows:

Fig. 2.—To tie as a "regate," white and gray background; yellow, blue, lavender or mauve stripes.

Fig. 3.—The regular tie for morning coat; black, green, maroon background, white stripes or matched colors, for the other.

Fig. 4.—Special for widely opened vests, carried out in dark colors, with lighter designs.

Fig. 5.—To tie as a bow.

Fig. 6.—For evening wear, batiste, plain or ribbed or striped.

Fig. 7.—Special for sporting—white piqué.

Fig. 8.—Gray background, white stripes; varied colors.

Fig. 9.—White and black; green and black; lavender and black.

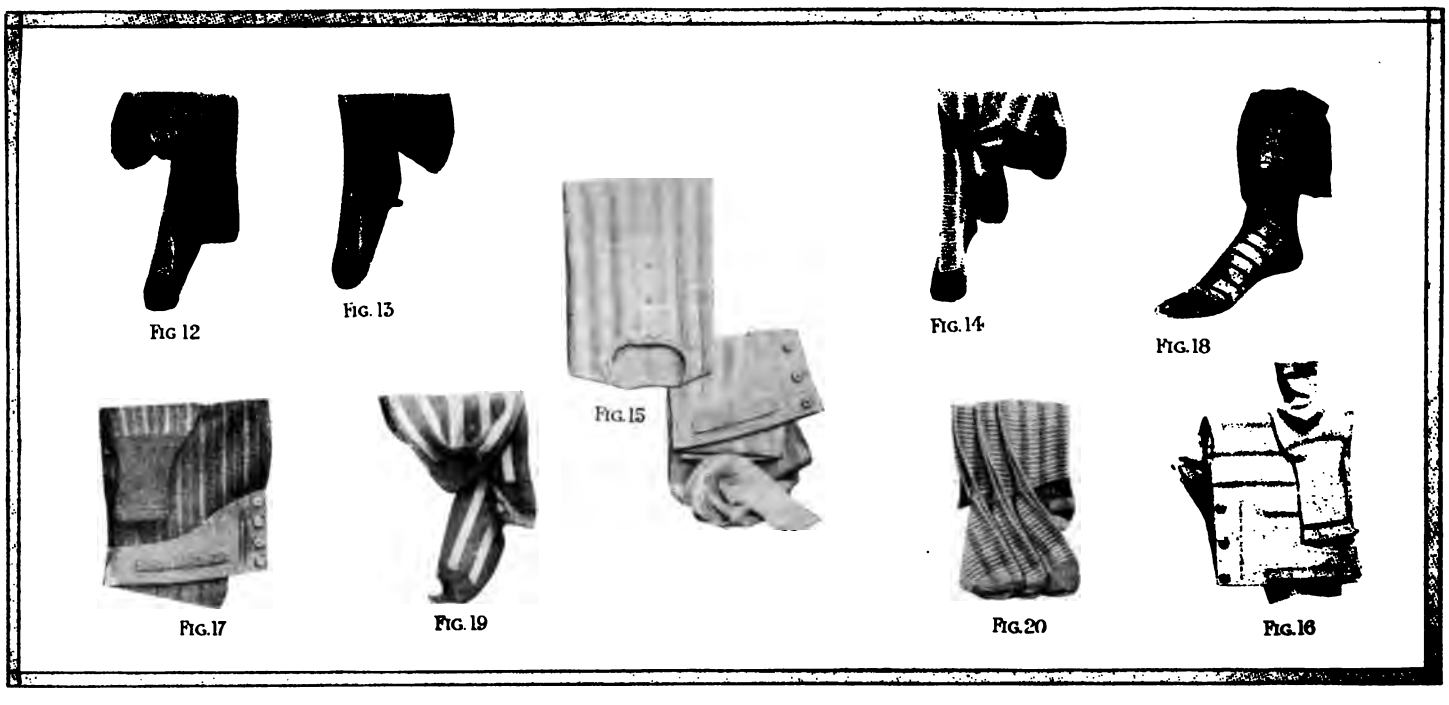


Fig. 10.—Black background, white diagonals, with medium line of mauve, nattier blue, violet, blue, lavender.

Fig. 11.—A very nice cut, narrow at the top, wide at the bottom, a new stripe, irregular like a tree branch, with intermingled bright spots. Can be carried in any color.

HOSIERY AND UNDERWEAR.

Some of the latest effects in hosiery are shown in the accompanying cuts:

Fig. 12 is a thread hose in black, with fancy line.

Fig. 13 is a thread with longitudinal embroideries, gold and red on black.

Fig. 14, black with colored embroideries.

Fig. 15.—In the reproductions of undergarments is a vest and breeches in thread, with blue background and gray lines. It is very elegant to wear this kind of underwear with shirts and socks matching, as well as braces and sock suspenders.

Fig. 16 is a thread simili-silk, white background, sky-blue stripes.

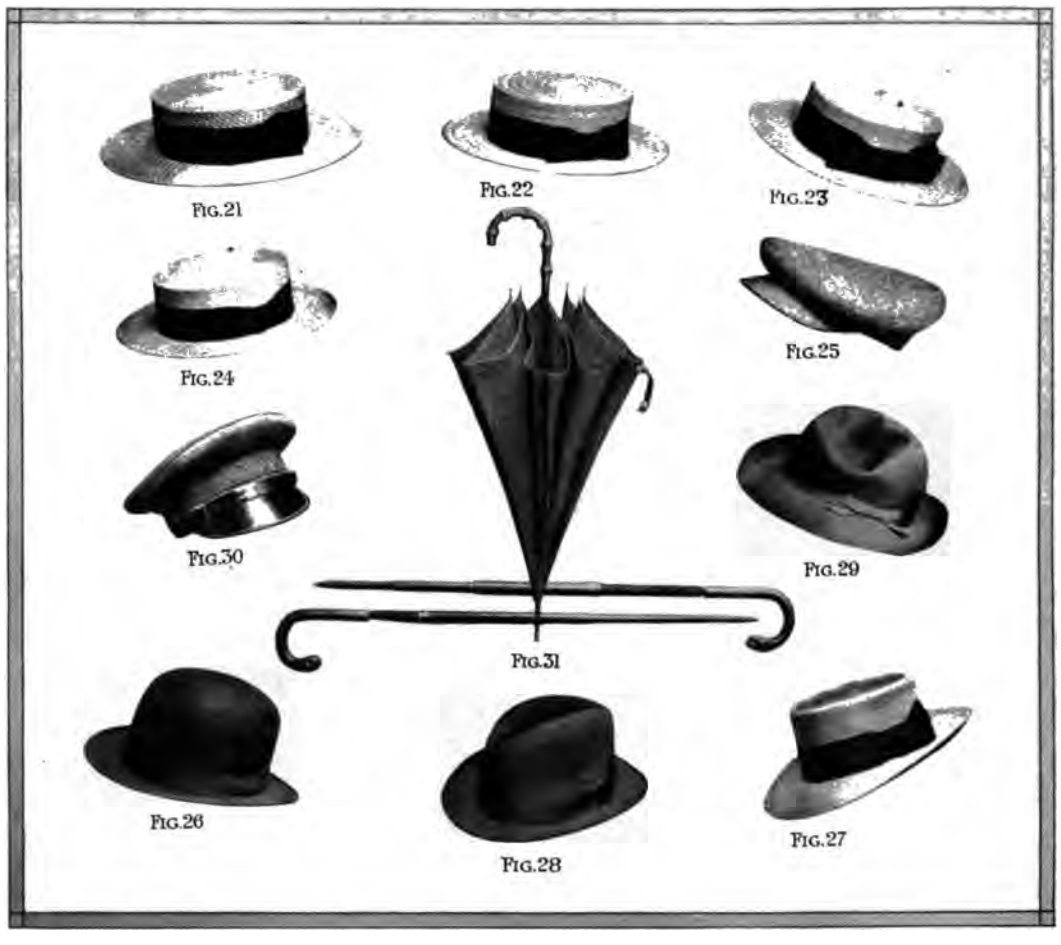


Fig. 17, a new pattern in breeches; dark green or dark mauve or even black with light stripes.

Fig. 18 is a new silk openwork sock, with a moire effect, together with transverse stripes of black, mauve or blue. Notice the price of such a sock—two dollars a pair for the best grade. (Compare with American price lists.)

Fig. 19, a somewhat showy pattern, black thread, with light-colored, wide stripes.

Fig. 20.—Silk and thread, diaphanous links, wood, or blue, with longitudinal shades and transverse stripes (one dollar a pair).

The best shape will be, like last year, extremely wide in brim and very low in crown. The pattern of the matting imitates fish scales (Fig. 21). The band is rather wide, with a large bow—the opposite of last year's diminutive bands. These hats can be purchased for about $1.40 at the best places, like "Wallis" or "Roddy's."

Fig. 22 shows a circular pattern of a very light straw.

Fig. 23 exhibits one made of leghorn (Italy straw), with a bow which looks as if it had tried to tie itself.

Fig. 24 is the classical "Bangkok," which is the lightest of all hats. A very good one here sells for 3 francs.

A POSTER WHICH IS ATTRACTING THE ATTENTION OF PARIS.

A BLACK AND WHITE REPRODUCTION OF A STRIKING RED AND YELLOW FRENCH POSTER. ALL PARIS AND THE SURROUNDING COUNTRY HAS BEEN THICKLY COVERED WITH THIS POSTER. IT ADVERTISES A PARIS TAILORING HOUSE—THE HIGH LIFE TAILOR.

A NEW GLOVE

seen at "La Petite Jeannette," on the Boulevard, was made of beaverskin. The color is dull light gray. These gloves are lined at the top with brown leather, and the three lines on the upper part are embroidered dark brown. Probably they will replace, with advantage, the showy yellow chamois, which have been in fashion for about one year.

HATS.

Though the weather does not permit the wearing of straw hats, it is high time now that they are described. For a few days only have they been displayed on the Boulevard.

MEN'S WEAR.

CAPS.

Fig. 25 is the type of the smart cap; English shape, as may be observed. Caps have been growing in favor for some time. Some years ago they were left to the working class, but now even fashionable people will leave house or hotel wearing a cap—when going to the country, for instance. In the old days they would have left home with a bowler and cap in their pocket. This is the result of "Anglomanisme," as we say in French.

The newest design in stuff was recently noted at "Fash-

(Continued on page 92.)

FAIRCHILD'S, LONDON, SAYS:

AMONG the collection of overcoatings which are just now being shown to the retailers are some very handsome designs in a worsted cloth. Rather a heavy whipcord twill of about 18 ounces in weight, it is to be had in a variety of shades. There are the usual drabs, and one almost olive shade, yet somewhat inclined to brown, which is particularly good. The grays range from the lightest of steel shades to a dark Oxford, and as they will be coming into use just about the time that the court adopts half mourning, these should be a great success. They have a very high finish, with a luster almost approaching silk, and a rich, full feeling when handled. The writer was favored with a sight of a coat cut from an advance length, and its graceful appearance was most pleasing. Although firm, it is exceedingly supple, and consequently falls into natural folds without a suspicion of creasing. For a smart, dressy coat of the Raglan type, such coats will be greatly in evidence.

In the ulsterings gray seems to be the principal shade, most noticeable among the designs being diagonals of very broad twill.

Now that the funeral of the king is over and the excitement of the last few weeks has abated, one can note the effect of his death from a rather different point of view and more readily see how things are shaping themselves for the future.

One becomes more and more convinced that the businesses doing the highest class of trade are those that will suffer the greatest loss. It is noticed that while the stores that cater for the masses in this country have resumed to some extent the show of colored goods, the best class houses still display only the darkest of shades.

Walking through Bond street, it was observed that without exception all the furnishing houses were keeping to displays of black and white. Occasionally a few ties of black grounds with various white designs are noticed or possibly some grays with black patterns. Handkerchiefs are in white, black and white, and some of a very pale gray with white border. All these convey the idea that the only business to be done is in this class of goods.

The cheaper houses, of course, supply a class who will not, and are not expected to, wear mourning for a lengthy period, and at these such articles as colored shirts and other smaller details of men's attire occupy at least one window in most of the larger stores. Even these are, however, considerably modified in the tones shown.

Taking the various articles of men's wear separately, the writer thinks the following correctly represents the views of the trade generally as to what will be worn and to what extent they will suffer.

A LATE SHAPE IN SILK HATS IN ENGLAND.

A POPULAR PATTERN IN A FOUR-IN-HAND.

After the next few weeks black and white ties of all descriptions, also gray mixtures, will be in demand. Purple effects will not be greatly called for. They are not at any time really popular colors for men.

The quantity sold will probably be much smaller than would otherwise have been disposed of this season, as it is easily seen that they are of a more lasting nature than the light fancy goods. Also, as the selection is to an extent limited, there will not be the inducement to make such frequent changes.

Since the above was written a noticeably good effect on business has resulted from the announcement of King George that mourning for the late king will expire on June 30.

A Bradford correspondent of the Yorkshire Post makes the point that the demand for blacks will be so much gained in addition to the ordinary business, and that merchants will really be placed in a better position for further operations. The assumption of those who hold this opinion is that the mass of the population will content themselves with a black tie or some other slight indication of their sorrow for the serious loss the nation has sustained, and that after a few weeks they will, given seasonable weather, take to colors pretty much as if this untoward event had not happened.

The silk hat trade has for the moment received considerable impetus. Possibly the sales for the next few months will be smaller than in other years. Most of the sales have been to men to whom a silk hat is as necessary an article of attire as a shirt, and will be replaced in the usual course. A few doubtless have been purchased by others to whom it is an "extra," and this will be extra business.

Black felts, of course, at this season of the year, fall off in quantity of sales, owing to the advent of the popular straw. These latter have, however, not been very noticeable yet, owing to the weather being unsuitable. But it has been much brighter during the last week, and in the ordinary way they would have been very much in evidence. They seemed by mutual consent to be reserved until after the funeral. With black bands they will soon be in general use now, providing this good weather continues. Soft felts will have some sale in grays, but the several colored varieties will not be greatly worn. Altogether the hat trade will not be greatly affected.

There were already big stocks of shirts and shirtings in white grounds, with black stripes and other patterns of quiet colors, and, as was stated a few weeks ago, they promised to be exceedingly popular this season and were being shown largely, while the bright self colors were in the background. Their sale is only made more certain.

This department, with ties, will receive a setback. The immense variety of colors in socks will have to take a back seat for a while. It is understood that some very large stocks of these are being carried by the wholesale houses, and in good qualities. These, of course, will be held, unless American and Continental houses can be persuaded to take them.

Gloves in black have not been noticeable in wear. There will be a falling off in the sale of light-colored chamois and light suedes, with probably an increase in grays of all shades that may not quite make up for it.

Summing up the whole, indications seem to point that the trade in London, principally, and through the provinces to a smaller extent, will suffer from the holding of unsalable light-colored stocks, and the fact that the sale of the more somber goods will not be any way near so large as would have been the case had there been no interruption to the progress in the styles originally intended for the season.

As to the effect on clothing, it will undoubtedly mean that we shall see little besides gray and black and white mixtures. Colors will be entirely off. Whether America will follow our lead in this direction can be better judged on that side of the water. Having already made their arrangements it is probable they will not be altered to any great extent. Continental trade, it is thought, will not be greatly affected.

An interesting point in connection with the dress of his late majesty was his refusal to adopt the crease in front and back of his trousers, preferring them to fall round the legs naturally in the old style. His sporting legwear was either a kilt or very full knickers, with ample bagover below the knees. When he assumed the frock coat he invariably used an onyx link to keep the fronts together. The white slip for the opening of the vest was his own idea, also the white square crown hat which is so well known. His patronage was extended to various past masters of tailoring art, such as Meyers & Mortimer, Conduit street; Marshall's, Jermyn street; Hill's, Bond street; Davies', Hanover street; Cook's, Clifford street.

His light wear goods were supplied by Beale & Inman, Bond street; Brummell, Bond street, and Turnbull & Asser, Jermyn street.

His hatters were Lincoln & Bennett, Piccadilly; Scott, Albemarle street, each of these artists having their particular specialties.

COLOGNE CATHEDRAL FROM A DIRIGIBLE BALLOON.

THE JAPAN-BRITISH EXHIBITION.

As an exhibition, the Japan-British, which was opened on May 14, is undoubtedly the finest held in London for many years. Although not dealing to any extent with men's wear, there are nevertheless several exhibits of interest connected with this.

The principal of these is the series of tableaux of British dress. These represent costumes for almost every branch of sport and also for dress wear. The frock coats are, as a whole, very good, although the sporting costumes do not have the appearance of being turned out by one of the leading West End houses. One very smart lounge suit is shown in the "Goodwood" scene. The coat is cut double breasted, with a rather long roll, and the whole suit is carried out in a black and white plaid of the "Glen Urquhart" design. In the shooting party one of the guns is depicted with a rather too short jacket in plum-colored velvet and breeches of a vari-colored tweed in immense checks! This costume is topped by a gray felt hat of the square-crowned variety. Another younger blood wears a whipcord suit of a fawn shade, the breeches cut in riding style, with ridiculously full thighs; the coat with skirts of similar fullness completes a costume that would hardly be seen at a fashionable shooting party.

In the opera scene all the evening coats are cut with a step collar faced in black silk. One or two light waistcoats are shown; one in a dove-shade brocade and another in white, with five buttons placed closely together, are the most conspicuous. Rather an innovation is the dinner jacket with a floral design embroidered in black silk on the collar. In nearly every instance the dress shirt is worn with one front stud only.

There is another series of tableaux dealing with various periods of Japanese history, commencing many years B. C. and ending in the present day. This latter shows some very well turned out suits. A British officer in khaki undress, several naval officers in uniform and one or two Japanese in very well cut frock suits of up-to-date appearance, make a very interesting group.

Messrs. Fisher & Hart, of George street, Hanover square, have a very fine display of naval uniforms in white duck and ceremonial outfits. One or two evening topcoats in dark cloths with Persian lamb collars complete quite the best clothing show in the exhibition. Messrs. Curzon Bros., the West End Clothing Company and Isaac Walton & Co. have a display of medium-priced clothing, of which nothing is sufficiently striking to note particularly. Hugh Spence & Co. are showing a very fine collection of Donegal and other homespuns. A display of shirts of Japanese manufacture is made by S. J. Yamataza, and a card notifies that they have supplied same to Emperor William, much to his satisfaction. Like most Japanese manufactures in cotton, they are of a rather coarser character than we are accustomed to here, and have no particular features of interest.

In the engineering section, Messrs. Platt Bros. of Oldham have a very large show of cotton spinning and weaving machinery, showing the various processes from the raw material to the finished cloth in both plain gray and fancy designs in colors. There are also interesting old specimens of machinery of Arkwright's.

Messrs. Joseph Stubbs of Manchester have a similar display.

An item in the Formosa section is a case of straw plait hats of the Panama type in various stages of their manufacture. There are also many interesting exhibits of handsome silks and brocades, some of which are of exceeding richness and beautiful design.

A HATTER'S IDEA.

Messrs. Dunn, the well-known hatters, who have recently extended their business by the appointment of agencies throughout the provinces, are to the front with an idea which will undoubtedly have the effect of holding their connection with their best customers. At any time a silk hat of their manufacture may be taken to any one of their branches and ironed free of charge. This is not, I think, altogether new, but they have gone one better and have made arrangements periodically to collect the same and return them ironed and renovated, free of cost, to any address within four miles of their head office in Charing Cross. This is an idea which might be extended to other branches of men's wear. Why not, for instance, in the tailoring trade? A tailor who would guarantee to collect his clients' suits for pressing at various periods, say in lots of not less than three or four at a time, would be assured of good patronage, and as it would be necessary to purchase about half a dozen to take advantage of this scheme, he should be able to work it with satisfaction to his clients and profit to himself. It is worth thinking about.

AN ENGLISHMAN'S REPLY.

The views of an English reader of our pages concerning the theory advanced in our last issue that the passing of King Edward gives the United States an opportunity to grasp the style leadership of the world, will doubtless be of interest. The letter received from this Londoner follows:

"It is an interesting theory that is put forward in your last issue as to who will be the leader of fashion now. I cannot, however, agree with you that America will step in. The personal effect that King Edward had on dress has been overestimated by our American friends. As Prince of Wales he was undoubtedly the leader of fashion, but I think everyone on this side will agree that the last few years this has not been so.

"Before succeeding to the throne he was a member of many of our swell clubs, and was much more among the well-dressed men we see in clubland and on the lawns at our fashionable race meetings than of late. Apart from this his figure had become stouter during the last few years, and while at all times dressed in the best of taste and with some noticeable characteristic touch, what was in every way suitable to him was not always so adapted to the tastes and persons of many of the younger members of society who are now looked upon as being the "last word" in modern attire.

"An intimate knowledge of England has without doubt enabled our American cousins to form many ideas and broadened their views generally of late, and they have to some extent designed on their own initiative during the last few years. The fact remains, however, that the well-dressed American (to an English idea)—and there are many of them—is wearing cloths of English design and furnished with the latest things from the best houses in the West End. Many of our leading tailors send their representatives regularly to the States, and good business is done by many of them. This position is almost impossible to reverse. We have some of the cleverest designers in the world, and a conception of what is good taste and what ostentatious in dress, that is not possessed to such an extent by the men of any other country. The American tourist, with his exaggerated shoulders, peg-top trousers, and felt hat of extreme shape, has fixed a pattern in our conservative minds that will be hard to remove, and an idea in dress that emanates from America always seems to us to be something of a freakish nature.

"The number of well-dressed Americans seen in London increases every year, and possibly in times to come they may take some lead in the decrees of fashion; but the time is not yet, and for the present they will still look to us as heretofore for all ideas in dress."

AN UP-TO-THE-MINUTE WINDOW DISPLAY.

Now That a Successful Airship Flight From Albany to New York Has Been Accomplished and Flights From New York to Chicago and St. Louis Planned, Why Not Put Something Like This in Your Window?

THE LATEST AERONAUTIC SUIT.

JUST the other day Glenn Curtiss flew in his aeroplane from Albany to New York City in less time than it takes the Empire State Express to make the trip. Fifty-five thousand dollars in prizes have been offered the "man birds" for flights from New York to Chicago and from New York to St. Louis.

From present indications it would seem that before a great many years have gone by clothing designed for the drivers of airships will be a part of the stock of all up-to-date clothing stores.

Why not, as a clever advertising feature—one that would tend to give your store a reputation for originality—have a few of these suits made up for a special window attraction? The model illustrated here gives the lines of the latest thing in an aeronautic suit.

Toy aeroplanes, which can be purchased now in all the toy stores, would add to the effectiveness of the display.

Two window card suggestions which are appropriate for a display of this kind are outlined in the above pen and ink sketches. Pictures from the leading magazines of the day can also be used.

An interview on airship clothing which a representative of this magazine secured with the manager for Glenn Curtiss will be found on another page.

MEN'S WEAR MARKETS

From the raw material to the finished garment.

HOT WEATHER CLOTHING SLOW.

JUNE first is the time ordinarilly looked upon as the opening of the outing suit season. Much of the outing clothing, light flannel suits and trousers, light coats, serges, alpacas, and other featherweight clothing, is usually sold at this time. The present season has been an exception in this respect, there having been practically no movement in these lines. This information is confirmed by the absence of a demand upon the manufacturers for this lightweight clothing which is usually evidenced immediately at the opening of the season by the mail orders. These orders ordinarily form a considerable proportion of the business. There is no other cause to which this can be attributed than the weather, which has made the season a backward one. Some precaution has been exercised by manufacturers of this line, which accounts for the fact that stocks are not as great as a backward season might ordinarily cause.

This assertion applying to outing clothing stocks does not apply to the regular lines of clothing either in two-piece or in three-piece suits. There is an abundance of these and the retailers who are at this time interested in the purchase of more goods have no difficulty in procuring desirable patterns. These merchants, though, are few at the present time, though more are expected to materialize shortly.

There are some who are buying and these are looking for concessions which they think ought to be forthcoming in view of the conditions as they are known to exist in the trade, and in some instances they are getting such concessions. In the wholesale market much complaint is heard on account of slow deliveries from the mills. They say that they get the patterns that they least desire, and those for which there is a crying need are coming so slow as seriously to affect the manufacture of their fall lines. This may have the effect of making deliveries later than usual, but as there is no urgent demand for early shipments this may not result as disastrously as though the stocks were low.

As previously reported there are indications that the fancy waistcoat is reviving. Manufacturers report an increase over a year ago, ranging from ten to forty per cent. The fall season will run strong to browns of various shades, ranging from the light tan to the golden brown. The corded effects and plain colors seem to be in the lead, but there is also a good sale of figured patterns.

The opinion of a man who is thoroughly familiar with the clothing market is here quoted because it covers the retail situation: "Everybody is complaining about business, but it is not very different to the usual. Most of the trade say they have done about the same as in former years. There will be another good month, which will even up with other years and show a reasonable increase. April was bad, but March was good. The warm weather that comes in April came in March, and then in April we got the March weather, and this reversal of conditions has somewhat upset calculations and given rise to complaints."

A touch of novelty in the trade may be created by a cloth which is being produced in semi-mourning effects and which will be designated as "King's Mourning." This, it is thought, will meet with a ready acceptance by clothiers everywhere. The announcement of a large eastern retailer that he will shortly be able to supply such a demand is only one instance of a desire on the part of the retailer to take advantage of and turn to good use anything that will stimulate trade. This cloth is especially designed for the class of trade which will readily follow the fashions and it will be ready for delivery to the manufacturer soon.

Clothing salesmen, a few of whom are returning having completed their trips, report that they have met with satisfactory sales, and while they admit that in some sections they have found some anxiety over the heavy stock being carried late into the season, the belief is quite general that they will close the season with stocks in normal condition. At least, if there is any apprehension it has not had a material effect upon the orders for fall.

Most manufacturers are operating at the fullest capacity permitted by the arrival of goods from the mills. Efforts are being made by all to be ready to deliver promptly; the outlook in this respect is somewhat uncertain. A few have deferred manufacturing until later, preferring to put their goods through within the shortest space of time possible, rather than to run only a part of the capacity and extend it longer. Some of the latter will not commence to manufacture until the week of this issue.

It is now fully determined that browns will form a considerable part of the fall clothing business. Buyers have taken to them liberally and believe that they will strike a responsive chord.

An analysis of the trade conditions as they prevail throughout the different sections of the country, and these viewed in their relation to the weather, shows conclusively that there is no other disturbing element entering into the industry, and that the present conditions in all branches of the industry are directly traceable to this cause. A comparative study of the temperature in relation to the same period during former years reveals the fact that the aggregate variation for the entire season is usually very slight, and it has been the experience of many years that the aggregate of business varies only in proportion to the variations from the normal temperature. This would lead us to believe that the aggregate of the season's business in clothing will not vary in any perceptible degree from former years, unless it be from the fact that the greatest variations seem to have come at a time when the clothing sales to the ultimate consumer should be at their height. There is therefore reason to be optimistic.

MEN'S WEAR MARKETS

From the raw material to the finished garment.

QUIETNESS DOMINATES KNIT GOODS MARKET.

QUIETNESS reigns supreme in the knit goods market. All initial orders for spring and summer goods have been filled and deliveries were made by manufacturers several weeks ago. Retailers are fairly well stocked up with goods and were prepared for business long before much activity was shown on the part of consumers. The unseasonable weather that has prevailed throughout the country has been detrimental to the season's trading in no uncertain degree. There were but few days, indeed, during the month of May when heavy to medium weight underwear felt really uncomfortable, and because of that fact the lighter weight goods have moved unusually slow in all parts of the country except the extreme South. Only in a very few instances have the ordinary quantities of duplicate orders been received.

Manufacturers were somewhat delayed this season in getting out their goods on account of the late receipt of orders, but this condition has fortunately not affected the retailers and jobbers, because the demand which they had anticipated was not forthcoming as early as usual. This late season has allowed the mills to catch up with waiting orders and overcome the scarcity of goods, so that no difficulty is being experienced now in securing all the merchandise required.

Mills making the higher grades of hosiery are fairly busy, and it is these lines of goods that jobbers are pushing hardest. The extremely high price of cotton yarns has forced the manufacturer slightly to increase the selling price of his low-grade cotton products, thereby leaving less profit for the jobber. Mills are having no trouble in disposing of all the silk goods they can turn out; in fact, retailers declare they can hardly get this material as fast as they want it. The fifty-cent article in particular has been in exceedingly strong demand all this spring, and there seems to be no probability of its falling off during the summer and early fall. Fancy hosiery has been called for quite extensively during the past two weeks, though in silks black has been almost the universal favorite.

Colors in underwear are fast losing their popularity, and indications point to the fact that there will be a smaller quantity of colored garments on the market next season than for some while past, plain white being preferred. In style there seems to be none that can favorably compare with the athletic suits, and what interest there has been aroused for lightweight underwear thus far has been in the direction of this garment.

Manufacturers of sweaters, bathing suits and athletic goods in general are operating their factories to full capacity and are having a very successful season. The high price of cotton on one end and unfavorable weather on the other has put the knit goods market on an unsettled basis.

The report of the National Association of Hosiery and Underwear Manufacturers' Convention in Philadelphia is contained elsewhere in this issue.

LITTLE MEN'S WEAR RECOVERING FROM TEMPORARY DEPRESSION.

THE wholesale situation in clothing for young men, boys and children shows only slight change and that is toward improvement, while there is reason to believe that the improvement will continue. There has been a better volume of orders for immediate delivery, stimulated, no doubt, by the lateness of the season, requiring that spring and summer clothing be given attention. Then the weather has improved, which helps the retail situation and quickly reflects to the wholesale.

A report has been current in the market to the effect that there had been something of the nature of a slump in boys' clothing. It emanated from an eastern market, where it was reported that several large manufacturers having a surplus of stock, result of cancelations and returns, had become panic-stricken and hurriedly disposed of their entire stock at auction. This report, in so far as it refers to the surplus of stock, seems to be true, but reports vary as to the cause. From the most authentic sources, though, it is learned that the surplus was due to late completion of manufacturing, too late to make deliveries, and an overestimate of the late requirements of summer clothes.

Manufacturers say they have many requests for early deliveries of fall goods, and some are preparing to make quite large shipments during the present month. One instance has been heard of and confirmed of a fall shipment to the far West having already been made in response to a special and urgent request. Manufacturers claim that there is a tendency on the part of dealers to request early shipments and a willingness to place early orders. The advantage, they say, is that they are thus sure of getting their goods, and they are willing to have them even though they may not unpack for some time.

Retailers are experiencing no difficulty now in getting desirable patterns and styles, which wholesalers have in abundance, but it is believed that this surplus will be considerably lessened if the weather now reported from practically all sections of the country remains unchanged for a few weeks.

In come localities the Norfolk coat, both in single and in double breasted styles, is the favorite, the single-breasted style being the best. This refers to sizes from five to twelve years of age.

Single-breasted coat suits with vest are also looked upon as good in sizes from seven to eighteen. A style that seems to have originated in the eastern market is one that has met with considerable favor throughout the country. It is one with pants made similar to the riding breeches, fastened at the knee with four buttons.

MEN'S WEAR MARKETS

From the raw material to the finished garment.

STRAW HAT SEASON AT ITS HEIGHT.

IT is interesting to summarize and compare the different dates on which the straw hat season is officially inaugurated in different sections of the United States, especially among the large cities. Ordinarily the first of the northern cities to usher in the season is Philadelphia, where—as this year—it is customary to discard stiff and soft hats about the 10th of May. About five days later, or around the 15th, the season in New York was opened full swing. Not until the 20th, another five days later, did straw hats begin to sell in Bostón in any perceptible quantities. In Chicago only a very few were worn before the 25th, and unfavorable weather from that date to June 1 kept the sales of this hat very low. The first of June was closely approaching when straws made their initial appearance in many other western and central cities. The South, however, on account of the climate, is really the first part of the country to start wearing this style of headgear, and as early as May 1 some business is transacted on these goods.

Split braids are about the only kinds of straw that are popular in the southern states, and are staple hats in certain sections of the West also, but in the East there has been less demand for this style than for quite a few seasons, the rough and fine sennits being the universal type.

Styles have changed but very little indeed. One will find a hatter here and there who is displaying the extremely wide brim, some as wide as four inches, but the number of these being sold is so small as to make them unworthy of mention. In the rough sennits the rough edges are being called for in preference to the smooth-edge brims.

Quite a large quantity of imported hats are being sold in this country now, but the consensus of opinion among the leading hatters is that England cannot produce a hat that compares favorably with an American-made article at the same price. The Mackinaw is considered a business and knockabout hat, and the man who purchases one of these almost invariably buys a sennit of some description as a dress hat. Duplicate orders are being received by the wholesalers in only moderate quantities.

Caps are selling chiefly for outing purposes only, such as yachting, golfing, automobiling and other outdoor recreations and sports, and are in Scottish plaids and check patterns almost exclusively. The expansive popularity of automobiling continues to increase the demand for caps, for to the recognition that this sort of headwear is the proper style for motoring may be attributed the fact that business in this respect with the hatters has increased twofold during the past few years.

Salesmen for the big stiff and soft hat houses are beginning to return from the road, and report that the outlook for fall presents no indications of an extra large business.

THE QUESTION OF A RAISE IN SUSPENDER PRICES.

THAT there will be a raise in the price of suspenders any time soon is, according to many manufacturers, highly improbable, regardless of the increased cost of raw materials, and the retailers, it is said, can depend upon securing their goods at prices that show no advancement over old quotations. The rumored movement on the part of suspender manufacturers to try their combined efforts toward raising the price of the $2.25 line of goods to $2.50 is given no credence by those directly interested in the trade. For such a raise to be successfully effected it would be necessary that action be taken by every suspender manufacturer of any prominence whatever—it must be universal.

It is an acknowledged fact that the present margin of profit on the 25-cent qualities for the makers is narrow, it having decreased almost 8 per cent during the last three years; and should a further advance in the price of rubber threads, webbing and other materials used in their manufacture entirely wipe out the now remaining profit, it will mean, according to leading manufacturers, the death of the 25-cent suspender—which, however, is not likely to happen within the near future. Three years ago the profit on this particular grade was in the neighborhood of 10 per cent, while to-day manufacturers declare that 2 per cent will nearly cover their end of the business. The most important increase in the cost of raw material has been on rubber and webbing.

In view of these facts it was perfectly natural for a raise of some character to be anticipated on this line, but such a movement could never be brought about permanently without the co-operation of the entire manufacturing interests, which would be made impossible by the refusal of one or more houses to enter into the deal. One of the largest establishments in the East would not even consider the subject, according to an official who declared most emphatically that his house's name would never be connected with a combination of any kind. That no higher prices will be asked on any line of fall goods is the statement of all the big houses in the East, including the importers. To raise the 25-cent goods would virtually mean that the retailers would be compelled to ask about 35 cents for their merchandise. There is but little demand for suspenders in the retail stores at the present time, belts now having the call for warm weather wear, especially with soft shirts, so popular at this season of the year.

A good business seems to have sprung up on fancy handkerchiefs, and it is believed the demand for them will be better this summer than last, they apparently being in stronger popularity.

MEN'S WEAR MARKETS

From the raw material to the finished garment.

FALL NECKWEAR OPENING UP ENCOURAGINGLY.

ALTHOUGH all neckwear salesmen are not as yet out with their fall lines, some, who in response to an early request to see fall lines started out earlier than they originally expected to, are calling upon the trade, going first to the larger cities from whence they say the requests emanated.

Real interest is being taken by retailers in those cities where the lines are being shown, and anticipating a satisfactory retail trade, orders are being given for September delivery, with the stipulation that they shall be ready for delivery in August.

Some radical changes in neckwear are anticipated for fall. An early showing of Persian designs and fairly liberal orders for Persians in the higher grades can be taken as indicative that many will be worn. This is in contrast to the plain effects that have obtained for so long a time, and their promise of popularity is traceable to the fact that neckwear manufacturers and dealers seem to have concertedly made an effort to counteract this plainness by early showing these patterns with fairly gratifying results. In the cut-silk lines shown for fall the predominant place is given to fancies, which are not only in stripes but many in figures.

It is reported in the wholesale market that a letter has been sent to all the tie silk manufacturers urging them to come out on a campaign of publicity, advertising the advantages of wearing silk scarfs instead of the tubular and knit. Retailers report that they are enjoying a very satisfactory business in neckwear. All lines seem to be sharing about the same degree of sales as they have, none showing a perceptible gain over other lines. From the point of variety it can be said that there is nothing lacking to make the lines attractive to all tastes.

Wash ties, which earlier in the season were said to be selling satisfactorily, seem to have fallen off, so that the demand is not what was expected at this season, although a fair volume of business is still being done.

One of the novelties which will make its appearance in a few days will be known as College stripes. This line is to be had in a four-in-hand shape, with lengthwise stripes of innumerable combinations representative of the college and high-school colors.

The London Times in a recent issue says it has hardly been possible to avoid noticing that the bow tie is becoming more fashionable than it has been for some seasons. Some men wear it with a low double collar, but it looks much better with a stand-up collar with square points.

A CHANGING ORDER IN THE SHIRT BUSINESS.

THERE is, according to reports from the various markets, very little, if any, improvement in the shirt situation since the last writing. Shirt manufacturers, at least many of them, bemoan the condition, saying it is the worst they ever saw. The two seasons which once required two separate and distinct lines of shirts have merged into one, and shirts bought for one season can be worn without violation of dress propriety all the year round or until worn out.

The passing of the stiff bosom shirt is one of the things which mitigated against the business. When these were in style they were worn in the winter and laid aside with the winter suit, to be taken up again in the proper season.

There is an evolution in progress in the shirting business which may, and probably will, have the effect of retarding the tendency toward the merging of the seasons. It has been customary for the shirt manufacturer to place his orders for shirtings in April and May, and sometimes earlier, for spring of the next year, and then to fill in later such additional supply as may be found the season's business requires. Now many of the shirting importers and manufacturers send their men out twice instead of once, the additional trip being just before the regular trip and on this one they show lines for the approaching fall. As there is a growing distinction between these two lines of materials it is expected that two more widely different lines will be the result, and possibly in the near future the wearer who is particular will be required to again revert to the plan of having two different sets of shirts for wear during the seasons for which they were designed and manufactured. The shirts now on display in the retail stores of the various markets show a really wondrous assortment of white and blacks and plain whites, nearly all of the latter being made with the pleated front.

It has been said by those on the inside of the shirt business that conservative patterns in shirts are gaining in popularity. If this condition develops it will be lamentable, because anything that limits the variety of a line in a degree, however large or small, mitigates against the increase in volume of business. Yet it may not be so serious a matter as applied to shirts as to some other lines. The shirts without pleats seem to be creating the greatest demand just now, the pleated fronts occupying a secondary position. Soft shirts with the double cuffs continue in good demand.

Several new summer collars have appeared upon the market within the past few days, some decidedly original.

STORE ARCHITECTURE AND WINDOWS

A NEW CLEVELAND STORE.

THE new store of J. Wageman Sons, on Euclid avenue just above Ninth street, Cleveland, O., presents several very interesting features that may be of use to merchants contemplating improvements. It is located in the Lenox building, in which alterations were made to render possible the conveniences sought by the firm. Among other things, the space was extended at the rear in order to give the desired length, and two large skylights were built at points that insure an abundance of light. These, with windows above the cases around the side and rear of the extension, make it a daylight store in every sense of the word.

A change from the old plan employed by the firm is the location of all the departments on the street floor. After occupying a store with the departments on different floors for many years, the members of the firm came to the conclusion that the plan requiring concentration in one locality is preferable in many ways, and the efforts toward proper superintendence are reduced to a minimum. With the present plan a view of the entire floor may be obtained at any time, and yet it admits of departmentizing the business in a very satisfactory manner, as will be seen by reference to the illustrations.

UNIT TRIMS OF CLOTHING, HATS AND CHILDREN'S WEAR, WAGEMAN'S, CLEVELAND, O.

One of the principal deviations from the usual order of things is found in the display windows, and the front generally. These were designed by I. F. Mainhardt, manager of the hat department in this house for a number of years. The display space on either side of the entrance might be best referred to as suites of windows, and at the same time they afford a clear single space for the entire distance on the in-

WHERE A PART OF THE CLOTHING STOCK IS CARRIED, WAGEMAN'S, CLEVELAND, O.

A SECTION OF THE FURNISHING GOODS DEPARTMENT, WAGEMAN'S, CLEVELAND, O.

THE ATTRACTIVE STORE FRONT, WAGEMAN'S, CLEVELAND, O.

terior. As will be seen, they are divided into three sections each on the outside by turning in both the copper base and top, as well as the glass, at a sharp angle in two places. The corners are cut at the same angle to give uniformity of outline throughout.

This design was decided upon with reference to dressing as well as exterior appearance. It is believed that dividers of all kinds have seen their day, and the problem in this case was to devise windows that would not require their use. Mr. Mainhardt hit upon the plan of placing the bottom of the windows on a level with the store floor and then, when unit trims are desirable, small tables could be used. On the other hand, if a display taking up the entire space is necessary, the tables can be removed and the windows trimmed on the bot-

VIEW SHOWING THE UNIQUE WINDOW ARRANGEMENT, WAGEMAN'S, CLEVELAND, O.

tom, which is covered with handsome carpeting. This affords several changes in the form of the trim, so that the monotony may be relieved without particular effort.

These windows never appear the same any two days of the week, as they are trimmed every evening. Mr. Mainhardt makes out a schedule for each week and it is followed to the letter, so that there is great diversity in the merchandise shown, but at the same time the changes may often be made in such a way that unit trims may be used a second time, if necessary. But, made up as they are, the windows are not difficult to keep in the very best condition. The house believes that the public demands something new every day, and in these windows it is being furnished.

of the windows is Circassian walnut in natural color, with tables and fixtures to match.

An inspection of the illustrations will afford a very good idea of the interior arrangement of the store. It will be seen that the all-glass clothing cases are arranged through the center of the space with the columns between them. To the left and in the rear of the furnishings is a long row of wall cabinets, with try-on rooms, mirrors and other conveniences. A large stock of merchandise may be carried in the cabinets, but a reserve is held in the basement storage rooms.

To the left of the entrance is the furnishings section, which extends back to the cashier's office. All-glass counter cases extending along the entire distance furnish a large

INTERIOR OF NEW STORE OF THE HUB, M. REINERT & SON, BOULDER, COLO.

Trimming windows on the floor level struck some people at first as a little strange, as all displays have heretofore been brought well up before the eyes, but it has been demonstrated here that attractive trims may be made without the tables, either in unit fashion or one large display. Further, it has shown that precedent need not be followed in such matters, the point being to secure the greatest good to be had from the investment.

This front is of copper and glass, the low frame portion at the bottom being solid metal, while the top is worked out in grill style and coping. The glass is put in after the type of showcase construction, while over the top are windows of glass and copper construction. The woodwork on the interior

amount of display space, and this is always made as attractive as possible with novel trims. The cartons are of uniform cream shade, the color adopted for the purpose.

On the right is the hat department, much enlarged and improved over that in the old location. As the house has built up a very large business in hats the past few years, every advantage has been given the department. The merchandise is carried in handsome cases, with tables in front for displaying hats to customers. It has been the aim of the manager, Mr. Mainhardt, to keep this department abreast of anything found in the East or even in foreign countries. To do this, merchandise is imported direct, while the best grades made in this country are carried. However, the house does not limit its

business to the higher grades, but also carries several lines of popular-priced goods, on which a good trade has been built up. The glove case is at the rear of the hat department.

The boys' and children's department is located at the rear of the store, which is one of the brightest portions of the room. Cabinets are provided for the suits and overcoats as well as for hats and some other merchandise. Some stock is also carried on tables. The furnishings occupy the rear end. This section is covered with heavy green carpet and is furnished with easy chairs and other conveniences for the mothers.

This business was established by J. Wageman and is one of the oldest clothing houses in the city. It has kept pace with the city's growth and the eastward movement of the retail district. It now occupies a position "in the heart of Cleveland," close to the new locations of the Halle Brothers Company, the Higbee Company, both dry goods and women's wear, and the Sterling & Welch Company, rugs, draperies and furniture. It is next door to the building that will be occupied by the Claflin interests. Two sons of the founder, John and William J. Wageman, now own the business.

TRIMMED FOR AN ELK CONVENTION BY CHARLES WACHTEL CLOTHING COMPANY, MACON, GA.

AN ELK WINDOW.

A WINDOW display of furnishings which attracted considerable attention during the Elks' state convention, held in Macon, Ga., May 18 and 19, is reproduced on this page. The window was one in the clothing and furnishing store of the Chas. Wachtel Clothing Company. The arch idea was, as Mr. Wachtel states, taken from an idea for a Christmas trim published in this magazine in the first issue of November, 1909. On the two pillars of the arch where, in the original suggestion, appeared the names of appropriate holiday gifts for men, in this display were lettered the following greetings to the convention delegates: "We welcome you to our big city—Greater Macon," and on the other pillar, "Trust you will have a rousing big time."

Throughout the window were the Elks' colors, purple and white. Even the large elk's head on a pedestal in the center of the window carried the organization's colors. One of his eyes contained a small electric light with globe of purple, the other one of white. Elk pillows and pennants were scattered through the display of neckwear, shirts and collars, and added to the attractiveness of the trim.

NECKWEAR ARRANGED IN JARDINIERE IN THE FORM OF FLOWERS AND PLANTS.
BLACK THE HATTER, OMAHA, NEB.

TWO ATTRACTIVE BACKGROUNDS.

Two interesting windows, one a furnishing goods, hat and shoe trim, the other a clothing window, trimmed by a young man who writes us that he obtained his present position through an advertisement in the Chicago Apparel Gazette, are reproduced here. The feature of both of these windows is the attractive background arrangement.

The windows were trimmed by John B. Probst for the Palace Clothiers, Waterloo, Ia.

TWO ATTRACTIVE BACKGROUNDS, TRIMMED BY JOHN B. PROBST, FOR THE PALACE CLOTHIERS, WATERLOO, IA.

STORE FRONT OF THE GANS CLOTHING CO., LITTLE ROCK, ARK.

INTERIOR AND EXTERIOR

VIEWS OF

THE SYNDICATE CLOTHING CO.,

"THE WRIGHT CLOTHES SHOP,"

BURLINGTON, VT.

THESE VIEWS WERE TAKEN WHILE THE STORE WAS DECORATED FOR THEIR FIFTH ANNIVERSARY.

The little chap in correct evening dress in the upper picture is the son of Manager T. B. Wright. He distributed souvenir coins to visitors at the store.

Harry E. Marks, who sells "Eagle Brand" caps for Chas. Tobias, Bro. & Co. of Cincinnati, O., through Ohio, Indiana, Illinois and Michigan, has just returned home after a most successful fall trip.

Adolph Goetter Will Sell Knit Goods.—Adolph Goetter, Regal shoe store man, Amsterdam, N. Y., has accepted a traveling position with John K. Stewart & Sons, knit goods. Mr. Goetter will continue his shoe business.

Indiana Salesmen Name Head.—At the ninth annual convention of Indiana United Commercial Travelers at Vincennes, Ind., Madison was selected for the 1911 convention. J. Waller Crook of Vincennes was elected grand councilor.

Julius Gross Representing Sol Zenn.—Julius Gross, formerly with the Imperial Vest Co., is now representing Sol Zenn, New York, in Washington, Baltimore and Philadelphia, and assisting Mr. Zenn in looking after nearby trade.

H. B. Meyers Heads State Commercial Travelers.—At the annual state meeting of the United Commercial Travelers, at Quincy, Ill., Danville was voted to be the place for next year's meeting. Officers were elected, Harry B. Meyers, Jacksonville, being elected grand councilor.

R. E. Lidgerwood, Chicago representative of the Lewis Knitting Mills, Janesville, Wis., 321 Medinah building, Chicago, has taken the line of the Chester Suspender Company, Roxbury, Mass., which firm he will represent in Chicago and Milwaukee.

H. C. Cohn & Co. Add Two Salesmen.—H. C. Cohn & Co., Rochester, have added two new men to their corps of salesmen. J. C. Levin will represent them in parts of Kansas, Nebraska and Missouri, and the states of North and South Dakota and Minnesota will be covered by Maurice Roosevelt.

S. S. Chon, with the Franklin Textile Co.—S. S. Chon, who for the past two seasons has been with Kling Bros. & Co., Chicago, has taken the hosiery line of the Franklin Textile Co., of New York, and has established headquarters with the Western Hosiery Co. at Adams and Franklin streets, Chicago.

Returns From Successful Trip.—G. C. Elfe, representative of the Woodbine Children's Clothing Company, Woodbine, N. J., has returned to Atlanta, Ga., after a successful trip of three weeks in the interest of his company. Mr. Elfe has offices in the Gould building. He recently became identified with this company.

Greenwald Fixture Co.—This company has been appointed New York agents for the McKenna Bros. Brass Co., of Pittsburg, and in addition to this firm's line of brass, wood and nickel display fixtures, it will carry wax figures and forms. M. Greenwald formerly had charge of the New York office of McKenna Bros.

The marriage of Miss Ruth M. Levy, Kirkwood, Mo., to Milton M. Mayer, of Becker, Mayer & Co., young men's and boys' clothing manufacturers, Chicago, takes place Thursday, June 16, at the Buckingham Hotel, St. Louis, Mo. The couple will sail, for a seven weeks' trip abroad, on the Kronprinzessin Cecilie, June 21.

William M. Spellman, the "Overcoat Man," for the past eight years connected with J. Solomon & Sons, New York, and who met with an accident in the Subway station on May 13, is reported to be still confined to his home. He is improving, however, and within a week or so will leave for his summer home to recuperate. It is said that he has almost doubled his business for the coming fall, and that Max W. Solomon, of the firm, has invited him to take a six weeks' trip abroad with his family, at the firm's expense.

J. J. Farnham, for the last ten years traveling for W. T. Smith & Son, Philadelphia, will in the future travel over the southern section of the country, representing the Roxbury Carpet Co., the Germania Importing Co., and the Harvey Fiber Matting Co.

Joe Harris, who represents the Eclipse Clothing Company of New York City, with headquarters at 502 Medinah building, Chicago, returned from his trip through Missouri on Saturday, May 27. Like many other travelers, he found high prices of living and the unusual predominance of cold and wet weather a handicap on big trade.

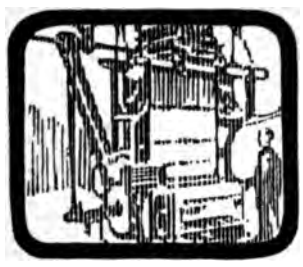
Cohen-Lichtenstein.—Harry Cohen, Philadelphia representative of Sol. Friedman & Co., and Minnie Lichtenstein, daughter of A. Lichtenstein, installment house of Camden, N. J., will be married June 21. The ceremony will be followed by a reception at Lulu Temple, after which the bride and groom will leave for a trip to Boston and the Berkshires.

Baltimore.—Plans Prepared for Entertainment of Grand Council of the United Commercial Travelers.—The fourteenth annual convention of the Grand Council, United Commercial Travelers of America, in the jurisdiction of Maryland, Virginia, Kentucky, West Virginia and District of Columbia, will begin in this city on June 9 and continue in session for three days.

Herman Kern Sells a Bill of Clothing on the Train.—Herman Kern, of Hickey-Freeman Company, Rochester, has returned to his home in Detroit after a week's stay at the factory. It has developed that not long since he sold on the train a bill of over $1,000 to a western merchant while they were traveling together. Mr. Kern is of that type of salesman who believes in doing business every minute of a 24-hour day when it is possible to interest a clothier.

Says It's Just the Weather.—Sol Rice, who travels for J. J. Preis & Co., New York City, is just home from his trip. He says he has talked with many clothing dealers since he went away, on March 15, and is convinced from what they told him that the apparent dullness in trade is due solely to the bad weather. He adds that all his customers told him they would do a fine business just as soon as real summer temperature arrives for more than six hours at a time.

Harry F. Lyons, better known as Blum Bros.' "Foxy Rag" salesman, has a serious case of "automobilitis," contracted by inhaling gasoline fumes from Sidney Blum's auto, while tearing up Michigan avenue, Chicago. Harry seems to think the wilds of Wisconsin more accessible with an automobile, but from an unknown source comes the information that his motives are far from commercial, inasmuch as the summer resort season soon opens and Harry is strong with ladies. He'll get caught yet.



MEN'S WEAR MARKETS

From the raw material to the finished garment.

THE PIECE GOODS MARKET.

ALTHOUGH the time when openings for the lightweight season of 1911 will be made is fast drawing near, a remarkable degree of uncertainty and lack of fixed purpose exists.

As is usually the case, there are some who are anxious to get into the fray; however, there is a marked desire on the part of the market as a whole to defer operations as long as possible. There is nothing to be gained by forcing the situation and while a year ago at this time a number of buyers had committed themselves, it was because they were confronted by a different state of affairs. At that time some felt it to be to their advantage to operate as soon as possible because they were in an advancing market. At the present it is different. While it is not altogether a declining market it is certainly not an advancing one, and there is enough uncertainty about it to make it advisable to wait, some believe. The general impression prevails that the new season will open on a basis in the neighborhood of 10 per cent lower. There is no likelihood that it will be as low as some of the trade anticipate.

For cotton worsteds the outlook is higher on account of the stiffness of the cotton yarn market, which is substantially above the level that prevailed at purchasing time a year ago. In this connection it is thought the trousering trade will be good when it opens up. Here and there reports of lines of these goods being shown are heard, but with minor exceptions nothing has been done in the way of regular opening.

The success of worsteds, although hardly to the degree in force last season, still depends largely upon the pliability of the worsted yarn market. It is, however, believed that worsteds will be purchased on a much larger scale when the season opens than was true last season. In the better classes of merchandise Glen Urquhart plaids are looked upon as having large possibilities. They are being worn in increasing numbers. In colors tans and grays offer the most suggestions, it is thought.

Business for the heavyweight season lags somewhat and any influence which the operations in the current spring business might have is against it because of unfavorable weather conditions. Duplicating has ceased until it "gets its second wind." The movement of stock goods, however, has improved considerably. This is due in some respects to the fact that some buyers feel that certain goods are being offered cheaper than what they will be able to get them for later when the new season opens, and others are purchasing them in styles as near as possible to their original purchases to fill in with. Again, others are purchasing stock goods of a better quality for the same price.

Reports from sellers who brought out King's Mourning effects are favorable. Some sellers believe that it provided the opportunity upon which to revive a slackening demand.

FAIRCHILD'S, LONDON, SAYS:

We have just seen a collection of 1911 spring and summer suitings of the cheviot type in lightweight cloths. They are principally light gray colorings, and some new designs in weaves are introduced; fancy basket patterns, and a sort of honeycomb design. They are not decidedly pronounced designs and have quite a good appearance. The most noticeable color, apart from these, is brown, and it would seem quite likely that by the time these are to be worn that they will have a good sale.

The theory is that everyone will be tired of dark colorings by next spring and will be glad to get into a decided change. The death of the king occurred too late to have any serious effect on the 1911 designs or colors; nearly everyone had his patterns ready or in hand.

With the exception of "Covats," which are always fashionable, we did not notice a single green in the collection. It would seem pretty safe to feel that brown tints will predominate when England returns again to colors. As to the present season there is really only one opinion, and that is that this will be a black and white season. There is no doubt whatever on this point.

THE WOOL MARKET.

TRADING continues on a limited scale, the majority of the sales being for small amounts, with few, if any, important transactions. Consignments of new territory wool are coming into the market, but manufacturers show little interest in them, with the exception of some clips running to high three-eighths in grade, of which there is very little supply of old wool left. The past week has witnessed an increase in business.

New fleece wools are coming forward very slowly, owing to the delay in shearing caused by rainy, cold weather, as well as the inclination on the part of farmers to hold onto their wools rather than sell at prices based on current market quotations. Scoured wools, pulled and noils sell in a moderate way, but there is rather less demand for this class of stock than a few weeks ago.

Merchants in the wool trade of the widest experience confess to complete bewilderment regarding the present wool situation. Prices for wool here have been steadily declining, while in the outside markets of the world they have been advancing.

This has been in the face of the largest supply ever received in Europe from the southern hemisphere. Deliveries of 1909 were more than 28 per cent greater than the average of the previous five years.

For the first time in years, the rising prices in Europe and falling prices here have brought domestic and foreign wools to substantially the same price level, or to what might now be practically called the free wool basis.

For instance, American fine scoured territory wool for the month of May averaged 59 cents, while 60's tops in England averaged 58 cents and has since risen to 60 cents, the highest since 1900. The margin heretofore existing between American fine scoured territory and 60's Botany Tops in England has vanished.

THE COTTON YARN MARKET.

THERE was very little business done in the cotton yarn market during the past fortnight. With the exception of a few lots of 10,000 to 20,000 pounds, sales of weaving yarns consisted of lots of a few packages and the business put through in knitting yarns was not much better. Deliveries on old contracts were fair.

Buyers of all kinds of textiles are decidedly pessimistic. They are confining their operations to supplying immediate needs, on the grounds that the present level of prices cannot be maintained. They know that buying in anticipation of needs always strengthens prices and they are not going to forsake the hand-to-mouth policy until they are thoroughly convinced that prices cannot be forced any lower. Nor do they neglect any opportunity to impress on manufacturers that business is "rotten," "worse than it has been for years"—that prices are too high and must drop to a level that will enable the distributers to move the goods. Nearly every manufacturer who visits the New York goods market returns home feeling decidedly blue. One manufacturer who visited New York last week said he could feel the cold wave of pessimism long before he reached Jersey City, and by the time he reached the wholesale district in New York he was chilled to the marrow. From his standpoint he could not see what distributers hoped to accomplish, as they could buy goods on the basis of 12-cent cotton and there was no prospect that cotton would sell cheaper than that even should the crop prove to be 13,000,000 bales.

The opinions of dealers and manufacturers depend largely on their temperament or experience. The sanguine are confident that yarn prices will go higher. One dealer believes that before the first of September southern frame spun cones will be selling on the basis of 22 cents for 10s. Another says that weaving yarns will advance a cent or maybe two cents a pound above their present level before the first of August. Some who not long ago were confident that prices would go higher have changed and are now in doubt. Others have decided opinions on the cotton situation and are firm believers that there will not be a return to normal activity until cotton sells at about ten cents.

THE WORSTED YARN MARKET.

THERE has been no noticeable improvement of the situation in the worsted yarn market during the past fortnight, and the outlook for the immediate future promises no such change. Conditions still favor the buyers in a very exaggerated way, though the latter show little disposition to take advantage of their opportunities. On the whole, the trading has been exceedingly slack and has continued to involve small quantities of yarn at the lowest prices of the year. Selling rates for average men's wear and dress goods yarns are so irregular and so unrelated to the present costs of production that it is hard to fix any values that can be relied upon. Some spinners are not competing for these low-priced orders, but those who are eager for bookings will usually name prices for their offerings about as low as any quoted on similar stock lots. The brokers, too, as a rule, would rather sell the yarns, to be spun, than to handle spot offerings. As one such trader put it: "You can't tell what is the matter with the spot yarns." This statement probably refers to the fact that many such lines have been rejected by the original buyers and so are under suspicion from other consumers. The pressure to sell yarns is due in some cases to considerable holdings of raw material that are proving burdensome to the spinners. Some of this wool was bought on speculation or to fill actual contracts that have been canceled. In any case, the holders, after this long stretch of extreme dullness, feel the weight of carrying such supplies and are ready to accept their losses as quickly as possible. How general such conditions are it is hard to tell, as not all the mills so situated need to sacrifice their raw material at the present time.

The outlook remains a very uncertain one. Some dealers predict that the market will drag through the summer at its present pace, and that no material changes will come before fall. The prolongation of the quiet will certainly be very trying to many of those concerned. Most of the spinners and commission men have done only a small fraction of their usual volume of business during the past season, and their expenses of certain kinds have not diminished. The previous seasons of good trading can be relied on to take care of a good deal of dullness, but such dependence on the past cannot go on indefinitely.

Buyers and sellers alike are a good deal at sea at present, and many on both sides would probably be glad to see a waiting market until a better demand for actual consumption sets in. Certainly there has been little or no speculation in trading so far and low prices have failed utterly to draw consumers away from their hand-to-mouth manner of buying. Lately, apparently, the wants of the mills have come down to almost nothing, for the yarn market in general could scarcely be more stagnant than it is just now.

DISPLAYS OF MOURNING GOODS IN LONDON.

As we go to press we receive from Fairchild's, London, the following descriptions of the displays in the windows of leading London furnishers:

"Beale & Inman, Ltd., display in one window white handkerchiefs, shown alternately with black silk braces. In another window they show black scarfs, silk lines and white figures, relieved by white kid gloves. In their third window was noticed white dress shirts and plain black ties.

"Sampson & Co. display black and white shirts, shirtings and gray gloves, together with socks in a very dark purple.

"Bowring, Arundel & Co. in their two windows display white handkerchiefs with gray borders and black socks in one, and white shirts, white gauze underclothing and purple socks in the other.

"E. & H. Hummel & Co. have a window filled with black and white silk braces and gray scarfs with black figures.

"Muhlenkamp Bros. in their windows show ties and scarfs of gray silk with black figures, and white kid gloves with black stitchings.

"Harborow's have one window devoted to shirtings of white with black stripes. Black socks and white handkerchiefs, with gray and black borders, complete the display. In the other window are smoking jackets in black silk and black and white scarfs."

CLOTHING FOR CARD SHARPS.

"Editor Men's Wear.

"Dear Sir:—Your interesting article, headed 'Queer Clothes for Thieves,' reminds the writer of the thousands of 'Hold-Outs' that were formerly made by all merchant tailors for the gambling fraternity, and are being made every day now. A tin cuff is inserted in the sleeve of the coat between the turned-over edge of the end of the sleeve and the sleeve lining, which on the bottom part is glued far into the tin cuff. So cleverly does the gambler conceal one or more cards in this thin sleeve pocket and substitute when he pleases that his dupe is soon fleeced of every cent. MONTANA."

Corliss, Coon & Co., Troy, N. Y., are preparing a new booklet, which will be issued in a few days. It is entitled "The Style Book" and contains illustrations of some of their newest collars, including the "Colonial," "Golfing" and "Outing." The first of these, the "Colonial," was placed on the shelves of the State street stores June 3 for the first time, and it is said by Marshall Field & Co., Browning, King & Co., The Hub and some other stores that there has already been a demand for this collar.

Samuel Mortenson & Co., Chicago, manufacturers of pennants, college goods, etc., with office and factory at 46-48 Michigan avenue, will move their office to the Medinah building, Jackson boulevard and Fifth avenue, about July 1.

FAIRCHILD'S PARIS, SAYS:

(Continued from page 73.)

ionable House." The whole window was trimmed with caps of the shape of Fig. 25, the material a brown, or light maroon, English cheviot, with a draught-board pattern. The squares were about an inch wide and the effect very good indeed.

Now for the more dressy headwear. Fig. 26 shows the regular bowler of nowadays—crown longer from front to back than the height of the hat; rather flat brim, slightly turned up at the extremity; small band, with bow a little beyond the middle of the left side. This is the hat which can be procured at Wallis'.

Roddy's keeps to the exaggerated size. He makes a real curate hat, with brim about 4 inches wide, and crown extremely low, which is worn tipped just above the ears. This is the hat of the cosmopolitan world, Bohemian world, actors or "petits jeunes gens a la mode" (young men in vogue at Palmyr's Bar or the Monico at Montmarte). It is the useful complement to the trousers, so cut as to hide nearly the whole foot, and the silk kerchiefs dropping from the cuff, as well as to the two inch wide laces.

There is another felt hat which has met with a great success (Fig. 27), a soft gray felt hat, the brims of which are supple and can be lifted on one side and lowered at the other, while the top can be elevated to the height of the crown edge. It is American born. It has been brought here by the Americans who came last spring, and is now in full vogue. It is made either of gray or brown felt, the band in the former case being white or black. It is generally called "Monte Carlo," because this is the hat to wear there with tennis or flannel suits.

Roddy has created one of the same kind, which is rather a Spanish "sombrero." The brim, as well as the top, is wide and stiff. He calls it "El Chiquito."

These hats are suitable for wear with a sack suit, low collar, bandana silk tie and shoes, in the morning for a walk, for instance.

Fig. 28, in gray, with white band and edges, in the Tyrolean shape, is for more formal, more dressy, wear; it can even be donned for the Casino at the seaside, and will do very well with a dignified dark blue double-breasted sack at the Riviera.

The two colors favored for hats, either slaughter, bowlers or soft felt hats, are brown and gray (ashes gray).

Fig. 29 is a very practical soft hat for traveling, for it is quite waterproof. This is the hat much affected by our President, Mr. Armand Fallieres, when having sport at Rambouillet.

Fig. 30 is the regular navy cap for non-professionals to wear at the seaside with a blue double-breasted (three buttons) sack and white flannel turned-up trousers.

Fig. 31 is the latest novelty in umbrellas—"the umbrella stick." It is quite the right thing for such rotten weather as we have now—sunshine followed by storms. The umbrella rod is of very thin iron, and the shaft made of light-wood sections, the upper part of which can be easily manipulated, so that it may be carried in the pocket. When adjusted it gives the idea of a bamboo stick.

THE 25-CENT SUSPENDER.

CONCERNING the present-day 25-cent suspender and the rumored movement on the part of manufacturers to increase its price to the retailers from $2.25 to $2.50 per dozen pairs in order to cover the advanced cost of raw materials, which has almost wiped out the makers' profit, a prominent eastern suspender manufacturer states: "It will be the survival of the fittest, and the business in a way will work out its own salvation, for, like life, it's a case where the best one wins. I mean by this that the materials now entering into the construction of the average 25-cent suspender are so poor—and, with rubber and webbing prices still subject to an advance they may become poorer—that the average consumer will soon begin, if he has not already started, to reject the 25-cent article for the 50-cent one. As soon as the ordinary man realizes what poor material must necessarily be used in a suspender to sell for 25 cents—at least, as compared to the article produced some time ago—it's my candid opinion that he will buy the 50-cent kind instead. Therefore, can't you see that the declining demand will eventually be the means of bringing about almost an elimination of the 25-cent suspender from the market? That's what I actually believe will happen. The 25-cent suspender is growing weak. It can't live much longer, and its usefulness will be replaced by a higher-quality and higher-priced article. Its death cannot be blamed upon the manufacturer nor is it due to extravagance or lack of conservatism, for there are whole countries of rubber that have never yet been touched, and the supply is plentiful, but speculation among the rubber trusts might be blamed for it all. Speculation—just that and nothing more." This manufacturer knew nothing of any proposed combination of suspender houses for the purpose of raising prices, and was very pronounced in his belief that such a thing could never be successfully effected.

Replies from a large number of manufacturers have been received in reply to a request for particulars concerning the rumored increase in price. These manufacturers without an exception deny that they have been requested to join a combination to promote this increase in price. One southern maker writes:

"The situation is truly a puzzling one. We have received communications that when our present contracts of $2.25 elastic webs have been exhausted the prices will be raised to at least $2.50, which we believe will really mean, with the approval of the retailer, that it will then force them to raise their prices to where they will realize even more profit than they did when they paid $2.25 per dozen and sold them at 25c a pair."

The manufacturer whose letter follows evidently does not think very much of his brother manufacturers:

"We have heard nothing definite along this line, but have heard several manufacturers say that it ought to be done, but we doubt if it ever can be done.

"The suspender people as a whole are a bunch of chumps, and their actions would indicate that in the future as in the past they will go merrily on cutting and slashing prices, forgetting altogether the profits. There is no doubt but that this should be done, as none of the suspender manufacturers are making anything on the 25-cent suspenders."

A well-known eastern firm writes:

"Replying to your request for information concerning a reported movement on the part of suspender manufacturers to raise the price of 25-cent goods, we will say that we have not heard anything of this matter before.

"We will say, further, that if the large manufacturers who make the bulk of this grade of goods would take the lead in such a movement there is little question but that the others would fall in, and we might go further and say that it is something of a reflection on the intelligence of suspender manufacturers that they do not take some action under present conditions to this end."

Another maker says:

"Although we have not yet received any definite information regarding this reported movement, we nevertheless think that the recent severe advances in the cost of raw material, especially rubber, will certainly justify the manufacturer in either raising the price of the $2.25 lines to $2.50, or in eliminating the 25-cent suspender in its present form, the use of cord for ends becoming an absolute necessity."

Business Conditions Reported From Various Centers.

Encouraging Reports from Certain Sections—Sale of Auto Garments Helps Trade—Furnishing Trade Listless—Some Cut-Price Sales Being Held—Trying to Avoid Early Price-Cutting on Straws.

CHICAGO TRADE.

Steady Increase Shown in Business in All Lines.

RETAIL clothing business has improved. The Saturday before Memorial Day was the largest day in sales that dealers had had for several weeks—in fact, since the few days preceding Easter. The volume of clothing business did not fall off as heavily immediately after the holiday as was expected, but, instead, has continued to a quite satisfactory measure. This increase is particularly gratifying when we consider the unfavorable weather.

One large store reports that all through the season for business in clothing has kept pace with previous seasons, but this is attributed to the fact that its trade is largely from regular patrons and that it is not considered upon transient trade. This store offers price reductions only twice a year and then at the end of the season.

All the department stores have had special cut price sales on men's clothing and to this may be attributed some of the recent activity in these establishments. Time for the clothing and furnishing stores have refrained from price-cutting, taking the position that such tactics would be ruinous at this time, although one or two of the manufacturers have already given evidence of "cold feet" and have been offering reductions as inducements. If any of these have been taken up by the clothing stores, they are being withheld for later use.

Aside the same condition prevails in connection with boys' clothing. Large stocks have been offered at the department stores at greatly reduced prices and have met with ready acceptance on the part of buyers. These offerings are all from the finer, however.

Furnishings have maintained a fair degree of activity for some time and are sharing in the gradual increase that is noted here. It is said that parkwear is selling well. This includes some worsteds, but not as many of the latter as usually sell at this time. The waistline seems to be problematical, some expressing the opinion that it will improve, while others hold the contrary opinion. In this line tubulars that are heavily woven sell well, while the better grades of cut ties, especially in the figured, are a close second.

Hats have been somewhat inactive, the opening of the straw-hat season having been postponed by unseasonable weather.

NO COMPLAINTS FROM DETROIT.

ALTHOUGH inclement weather prevailed last week, clothiers are not registering any complaints about business, as there was an excellent trade. Dealers are agreed that if trade continues to present volume until the remainder of the year a record business will have been done.

There was a good business done in gray suits. Straw hats are coming in again, but stiff straws do not seem to have their usual popularity. There was a good trade in shirts, ties and collars.

The years pass, fashions change, but the first season will always be the season of love.—La Vie Heureuse.

NEW YORK TRADE.

Cool Weather Hurts Business—Sales Starting Early.

ANOTHER unexpected and unreasonable cold spell last week, accompanied by a few rainy days, was the cause of a setback in business in the retail clothing and furnishing lines. Merchants were not altogether disheartened, however, as they still expect that there will be a fairly good clean-up before the end of the season, although some of the dealers are already cutting prices.

More sales were held last week, some being olds in original prices and others being made job lots purchased for the special occasion. All this, however, according to some of the merchants, tends to turn the legitimate sale of clothing in the long run. The sales have spread to nearly all lines of men's wear, but it was said by many that the furnishing goods sales did not take as well in most instances as the clothing sales.

The two-piece suits have not yet become popular to the extent that there is much demand for them, although a few have been sold, but the biggest demand for what sales have been sold has been for three pieces.

Manufacturers of furnishing goods, particularly outerwear, complained last week that there was a noticeable antipathy in the amount of buying of goods for fall, and even for immediate delivery. It was said that there seems to be a part of exchange on furnishings and that retailers are apparently well stocked with goods to meet the slim demand at this time, and that they are not anticipating their wants by ordering in advance. Even the straw-hat trade, which during the week before last took rapid strides toward clearing out stocks early in the season, seemed to slump a little, owing to the cold weather. However, on Saturday, which was a fair day and not quite so cool, business was better. One of the most popular sellers in the straws last week was unbrellas.

FEELING HIS OATS.

"Cracked oats, be they? Gol-darn hoss-feed, that's all it is, Maria. What do ye want me ter become—common farm stock?"

BUFFALO TRADE.

Retail Trade Improves—Straw Hat Prices Not to Be Cut Until July 20.

BUFFALO clothing manufacturers say they are well satisfied with their sales for fall delivery and believe that the usual proportion of orders will be filled, in spite of more or less loose talk about cancellations. There has been no plunging by retailers and the improving crop reports indicate that the farmers will have plenty of money to spend for raiment. Equally as good signs of prosperity are now visible in the more important industrial centers, so that wage-earners will be kept busy at the highest average scale of wages ever known in this country. These evidences of good times mean that dealers can reasonably expect their customers to buy clothing freely the coming fall and winter, and so those who ordered about as much as usual are letting their orders stand.

The belief among manufacturers is that browns and grays will predominate in popularity and that cassimeres will retain the hold they have on wearers. One manufacturer, who was asked if he had received many complaints about the service that wool goods clothing is giving, said that he had received fewer than he had about worsteds; "but," he added, "the time since spring clothing started to be worn has been too short to gain much of an idea of whether the cassimeres will give general satisfaction. We will know more a month from now. My inquiries convince me that in smaller towns worsteds will always sell the best, but in cities, where more thought is given to style than to service, we can always find a good market for the velour-finished cassimeres."

Retail business has been much improved the past two weeks. The largest clothing store in Buffalo broke all records of its history on Saturday preceding Memorial day in the volume of its trade. The owner says that when he told it to several traveling men their faces showed such apparent incredulity that he quit telling it, for fear that men who heard it would offer his name for membership in the Ananias Club. Other houses also were well satisfied with the last week of May and report that the rush of trade on pleasant days means lively times when June opens up its real summer atmosphere.

Blues, in serges and worsteds, have shown exceptional late strength, on some days passing grays, though the merchants have preferred to dispose of their fancies, which they have urged on buyers who were not irrevocably determined to have blue.

In two houses that cater to wearers of the best grades, the managers said they believe the season will close with a very satisfactory volume of trade, and they feel no anxiety about having any considerable unsold stock when the hour arrives to start the next sale of heavy clothing. One of them criticised the class of manufacturers who get faint hearts

"Whatever's the matter with yer, Si?"

early each season and close out to "sale-crazy" dealers stocks of clothing that permit the latter to demoralize the market with cut-price sales weeks before anyone ought to think of selling at less than regular prices. He added that if makers of clothing would show less anxiety to "get from under," the price-cutting dealers would not have so much incentive to damage the trade by their slashing tactics.

Buffalo clothiers tried to get an agreement among all the large dealers not to cut the price of straw hats until August 1, but some would not consent to so late a date, and so July 20 was agreed upon.

ST. LOUIS CONDITIONS.

Fair Business Done—Demand for Browns.

DESPITE unseasonably cool weather, practically all of last week retail clothiers, furnishers and hatters did a business of considerable volume, due in most cases to considerable advertising and price cutting.

The clothing stock moved during the week

"Yes, sir, it's them oats, gol-ding it. Clear the track!"

was considerable. Grays and blues predominated, although there is an increasing demand for brown patterns. Managers of some stores predict brown will be the most favored of all patterns for the fall trade, and stocks of these patterns laid in will be large. Several sales of clothing have been in progress at department stores, prices being cut from 15 to 50 per cent, according to their advertisements. Many new stores handling only clothing, furnishings and hats also have been cutting prices.

Sales of straw hats, although large, were not nearly what they should have been for this season of the year.

CHATTANOOGA, TENN.

Considerable Improvement Shown in Business

RETAIL business was considerably better last week than for several weeks, each day making a better showing than its predecessor. In the retail district there was a collar war, one brand of collars selling at 6 cents apiece.

Many clothing and furnishing dealers report business wonderfully improved since the change to a more summer temperature.

"I reckon it's them oats. I'm a feelin' em. Whew! but I'm dry!"

ROCHESTER CONDITIONS.

Sale of Auto Clothing and Accessories Helps Retail Trade—Manufacturers "Waiting."

RETAILERS had a fairly good week just before Memorial day, but could have handily taken care of more trade. They say there has been no noticeable new feature in the choice of buyers, with the possible exception that browns are handled very gingerly and that blue serges and worsteds, the latter with narrow stripes, are seemingly stronger than ever. The lively call for slip-ons has killed the topcoat trade, and even the demand for the former does not use up the supply, as a salesman for a large eastern house was here this week trying to close out $10 slip-ons at $6.

The redeeming point in local trade has been a big sale of automobile clothing and accessories, almost to the extent of extravagance; and in this department good profits have been realized on account of the fact that the class of people who go in for the auto craze in its most malignant form are absolutely easy when a merchant has what is in vogue for them either to keep in the swim or set a fast pace for others.

It is a period of waiting among Rochester manufacturers. They have not sold all their lightweight clothing and don't expect to unless a late demand sets in, which does not seem probable now that the weather has so materially affected retail trade in many sections. All the factories are busy on fall clothing, for which orders, in many instances, are quite in excess of a year ago. No one is now anxious about getting in more heavy fabrics. In fact, some selling agents here this week, with cloth that mills had left on their hands, offered large discounts without getting any material orders. The manufacturers are doing as are the dealers in some cases—buying only as actual necessities require—and watching the general business indicator to determine what the future has in store for the clothing trade.

Good weather that would continue to help the crops and the sale of clothing to wearers would soon brighten up matters noticeably.

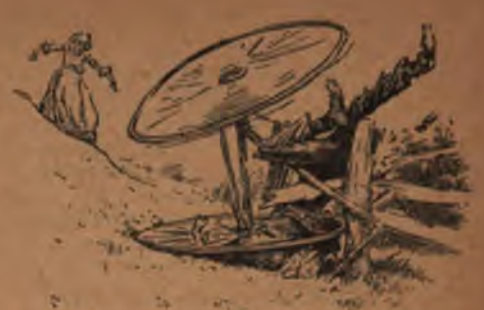
Some houses are sending out supplementary samples of fabrics designated as King's mourning, though the black and white stripes and checks are as far in sombreness as any of them choose to go in memory of England's dead monarch.

Salesman back from their trips say they found as a rule that dealers carried over less heavy clothing than common because of the long, cold winter and that they, therefore, anticipate more than the usual amount of late orders, especially if the fall season should start in early.

Providence, R. I.—Weather Interfered With Demand for Straws and Lightweight Suits.—A week of bleak, raw weather brought no boom in trade. Up to Friday all the business days were stormy, and dealers were disappointed at the further hindrance to the demand for straw hats and lighter clothing.

"By gizzard, I'm runnin' away—sure—as—"

"Help! Someone stop me!"



"Dad-bing them oats! They done it."

CLEVELAND TRADE.

Manufacturers Say Orders Are Satisfactory—Retail Trade Affected by Weather Conditions.

CLEVELAND is not an exception in the long list of cities that have suffered from the weather conditions. Extremely cool weather, accompanied by numerous rains, has characterized the past two weeks. The latter half of May was no better than the earlier portion, and June made its appearance with a steady downpour of rain and the mercury well down toward the danger line. Merchants state that they have never experienced so much continued bad weather at this time of the year since they have been in business.

All the houses have had some business in their clothing departments, but they are unanimous in agreeing that it is very small in comparison to what was expected.

Straw hats have had a very limited sale. A few of them were seen on the streets early this week, but they disappeared with the dreary opening of June. Managers say they have sold a few panamas, but that none of them have been worn so far as they know. Stiff black hats have not been in demand and many of the houses still have pretty good stocks of them, but gray soft headwear has not been so bad.

Manufacturers state that their orders for fall delivery are very satisfactory, notwithstanding the fact that their men found retailers with large proportions of their spring stocks unsold. They feel that they will have all the business they can care for, although some of the houses report that cancellations have already begun. Favorable weather, of course, will put a stop to that feature to a great extent. Collections have been very slow for some time, but failures have not been any heavier than usual.

There seems to be a feeling among the manufacturers that cloth prices for the spring of 1911 will show a decline. They argue that the mills are now overstocked and that they will reduce their prices rather than close down some of their plants and lose the interest on the money invested in them, besides making bad conditions in the cities where such plants are located.

MILWAUKEE TRADE.

THE retail stores did not close on Memorial day in this city, and in several of the clothing stores it is reported that this day's business was equal to the best that was enjoyed this season. The closing of the shops and factories gave many an opportunity, which they do not often get, to do their trading during the day, and the opportunity was taken advantage of by the consumer, much to the stores' advantage. One store in particular reported that the day was the largest of the entire season.

This trade was much needed by the retailers, who, with but few exceptions, complain that during a period of several weeks business has been exceedingly dull. It can also be said that on the day following Decoration day it again relapsed into about the same condition as before. In one store, and a large one, too, it was said by one of the salespeople that the stock had been piled and repiled many times in an effort to keep busy. The last mentioned condition, however, did not obtain in the downtown district in the same degree as in the outlying districts. Luckily Saturday brings up the sales moderately.

Industrial conditions are good and there seems to be no complaint from this source, the weather being blamed for it all. Dealers are optimistic and look for improvement. The department stores did not complain quite so much as did the clothing stores, and there seemed to be exceptions among these. Special efforts are put forth by many and are meeting with some encouragement.

PHILADELPHIA CONDITIONS.

Clothing Business Shows Little Increase Over Last Year.

THE clothing business here so far this year has shown a mighty small increase over last year. Of three large retail houses which cater to representative classes of people one is running ahead of last year by a fairly good percentage, another shows a very small increase and the third is just about coming out even.

"I reckon if you think you can make an ole fool of yerself, I kin be funny, too. Whoa there, stand still!"—E. W. Kemble in the Cosmopolitan.

There seems to be no material change in the demand for suits, that is, in style and finish, from that which was manifested early in the season, grays leading, while brown is extremely unpopular, appearing to become more unpopular as the season advances.

Outside of the season's advancement there was nothing to induce the buying of straw hats and the stores had some unusually dull days.

None of the departments in the furnishing goods stores did much business, the demand being hardly normal at any time. The custom shirt departments, however, are receiving some fairly good orders and are kept quite busy.

Des Moines, Ia.—Jacob Stern, clothing, has moved to Chicago.

BOSTON CONDITIONS.

Retailers of Men's Clothing and Furnishings Still Having to Work Hard for Modest Results.

THERE is still no snap to the business of the local retail clothing trade, and the average merchant has had to work unusually hard this spring for modest returns.

Houses that have wished to give a guarantee with their goods during the last year or so have been able to persist in this policy only by raising their scale of prices. Such dealers who feel now that they may be able in the fall to offer $12.50 suits, owing to the lower prices for fabrics, are showing none now at under $15.

Grays, black and white combinations of great variety, and blue serges have been the popular suitings this season. Fancy blues did not get the attention they were expected to command, in some cases. Browns have been shown rather sparingly in all cases and with the more conservative merchants no great change in this respect will occur in the fall. Most houses will probably show browns in all their grades of clothing, but as for buying 60 or 75 per cent of their stock of this color, as some western retailers are said to be doing, that is out of the question.

The cool weather has prolonged the demand for lightweight overcoats and this call has left off only within three weeks. The sale of ulsters to automobilists has been of unusually long duration on the same account. Stores that are making a specialty of automobile clothing report a good business in such lines.

The demand for men's furnishings has been a little more active during the past fortnight than it was, but the general trade in such offerings is still rather listless.

Straw hats have continued to have a brisk sale through another week.

WASHINGTON, D. C., TRADE.

Weather Last Week Killed Business.

DEPLORABLE weather existed here all last week. When it wasn't raining, which wasn't often, the temperature was disagreeably low. However, all are holding out that the season will still be a good one, in spite of present conditions. Among the conventions previously mentioned which will come here is the International Esperanto Congress, with 1,200 delegates from all over the world. With these delegates it is expected that more than 10,000 visitors will remain throughout the meetings, which start on August 14. The presence of such a large number of visitors here is expected to make this usually inactive time as profitable as earlier in the year. Following this congress will be home-coming week, commencing October 23, which is confidently expected to bring fully 200,000 people.

(Trade Reports continued on page 105.)

NEWS OF THE CLOTHING TRADE

Spring Trade and Spring Weather—Changes in Well-Known Wholesale Concerns—Philadelphia Concern Reports Largest May Business in Its History.

Cincinnati, O.—Many Cincinnati manufacturers are figuring on attending the clothing convention in Baltimore June 6-9.

Syracuse, N. Y.—The Mentor & Rosenbloom Company, clothing, formerly at 237 West Lafayette street, moved to a larger store at 315 South Warren street.

Bridgeport, Conn. — Caesar Misch, Inc., Clothing, etc.—This firm has sold its lease to Kline Bros., and about Sept. 1 will occupy a store at Golden Hill and Main streets.

Detroit, Mich.—W. M. Finck & Co. Nearly Double Capacity.—Since moving into their new home, the overall firm of W. M. Finck & Co. has been enabled practically to double its capacity.

New York, N. Y.—Joseph M. Schaap Now a Firm Member.—A. Schaap & Sons, wholesale clothing, 722 Broadway, announces that Joseph M. Schaap has been admitted as a member of the firm.

Gulfport, Miss.—Report Excellent Business.—J. J. Feitel & Bro., manufacturers of clothing and outfitters from head to foot, state that they have increased their business 35 per cent this year over 1908 and 1909.

Philadelphia, Pa.—Sol. Glaser & Co. Enlarge.—Sol. Glaser & Co., clothing manufacturers, 311 Market street, have increased their facilities by adding another loft to their present manufacturing and sales rooms.

New York—The Standard Raincoat Company Commences Business.—Under the style of the Standard Raincoat Company, William Schor has commenced business at 11 West Seventeenth street. He was formerly of the Universal Trading Company.

Chicago, Ill.—Sheahan, Kohn & Co. Secure Quarters on Fifth Avenue.—Sheahan, Kohn & Co., recently organized for the manufacture of boys' and children's clothing, have taken quarters at 329-31 Fifth avenue, where they will locate immediately.

Savannah, Ga.—Alexander Bros. Company to Manufacture Pants, Overalls, Etc.—With capital of $20,000, Alexander Bros. Company have incorporated for the purpose of manufacturing pants, overalls, etc. The new enterprise will begin operations at once.

Rochester, N. Y.—Buying Clothing Here.—Buyer J. L. Adrian, for Scruggs-Vandervoort-Barney Dry Goods Company, St. Louis, was in this market last week buying clothing. Among others who were here on buying trips were Mr. Ritter, of Ritter & Meyer, Youngstown, O.; Charles Feswick, formerly with John D. Mabley Company and lately manager of the clothing department of Partridge & Blackwell Company, and Otto Froman, formerly with John D. Mabley Company, who have formed a partnership and will open a clothing store about July 1 at 212 Woodward avenue, Detroit, Mich.

Chicago.—Frederick G. Clayton in This Market.—Frederick G. Clayton of Detroit was in this market last week for a day or so. He described business as fairly active and stocks fairly well cleaned up. He says moderate weather will put things in excellent condition.

Philadelphia, Pa.—Going Out of Business.—M. Joseph & Sons, manufacturers of raincoats and overcoats, 36 North Third street, will retire from business after filling present orders, which will take probably six weeks or so. They have made no definite plans to go into any other business.

Brooklyn, N. Y.—Abraham Abraham, of Abraham & Straus, department store, has returned, on the George Washington, from an extended trip to Europe, where he visited many places of interest and made a close study of business conditions. He was accompanied by Mrs. Abraham.

Up to Date.—Chicago Journal.

Philadelphia, Pa. — Abraham Gittelmacher to Withdraw From Firm.—Abraham Gittelmacher, of the firm of Gittelmacher & Sons, manufacturers of clothing, 436 Market street, states that he will withdraw from the firm about Aug. 1. He also said he had made no definite arrangements as to what he will do after that time.

Green Bay, Wis.—Green Bay Specialty Company Branches Out.—The Green Bay Specialty Company, this city, workingmen's clothing, has purchased the equipment of the Oshkosh Overall Manufacturing Company, Oshkosh. The machinery will be removed to this city and put in operation as soon as possible. The plant has a capacity of 150 pairs a week.

Newark, N. J.—Reported Corporation Will Take Over Business of George Watson & Co.—According to a local report, the stock of George Watson & Co., clothing, is being inventoried, preparatory to a corporation taking over control of the business. Articles of incorporation have been filed. The authorized capital stock is $125,000, of which $1,000 has been paid in. To manufacture and deal in wearing apparel of all kinds is given as the object of the new concern. According to the report, the prospective purchaser of the business is the Hilton Company, which now has a store adjoining the Watson store in Broad street. This, however, was denied on behalf of the Hilton concern.

Pittsburg, Pa.—Resumption of Heavy Clothing Recommended by Bureau of Health.—Owing to the recent cold weather, the Bureau of Health recently issued a warning to the public, stating that the death rate recently had been unusually high, owing to continued cold weather, and advising that heavy clothing be placed in use again by persons who had discarded it.

Philadelphia, Pa.—D. L. Anderson Reports Biggest May Month's Business.—D. L. Anderson, manager and buyer of the clothing department of Strawbridge & Clothier, reported last week that his department did the largest May month's business in its history, as did the whole house. Clover days are making a big hit, he says, as well as aggressive merchandising.

Barberton, O.—Local Man Will Enter Clothing and Banking Business in Detroit.—Louis P. Marks has disposed of his business interests here, and within a short time will remove to Detroit, where he will establish a clothing store and a foreign exchange bank. He has a building under construction in that city which will be used for his new business enterprises.

St. Louis, Mo.—Leon J. Schwab to Be Only Local Delegate to Attend Clothiers' Convention in Baltimore.—Leon J. Schwab, president of the St. Louis Clothiers' Association, will be the only delegate from the local body to attend the meeting of the National Association of Clothiers in Baltimore, June 6. Mr. Schwab is vice-president of the Schwab Clothing Company.

Union City, Tenn.—Waterproof Coat Manufacturing Plant to Be Opened Here.—Seth Curlin, who at one time was interested in the canvas decoy duck factory here, has arranged with some business men of this city to open up a waterproof coat manufacturing establishment here, it is stated. This plant will soon be opened and run in connection with the canvas decoy duck factory.

Cincinnati, O.—Business Men in Europe.—Jacob Block, of Abe Block & Co., left with his family for Europe May 21. Will be gone three months and will see the Passion Play.

Herbert Schaffner, of Koch, Schaffner & Adler, who is in Europe, will return about July 1.

Chas. Mock, of Mock, Berman & Co., is in Europe on a pleasure trip. He will return about August 20.

Boston, Mass.—Annual Election of Officers by Local Clothiers' Association.—On Saturday, May 28, the Clothiers' Association of Boston held its annual election of officers, with the result that only two changes were made in the personnel of the executive committee for the previous 12 months. Successors were chosen to George S. Smith and Chester H. Whitten, George M. Sherman and William H. Rice being the newly elected members of the committee. The executive committee of the association is now composed as follows: President, Edward R. Smith; vice-president, Lovell S. Snow; secretary and treasurer, Silas Peavy; Fred F. Rhodes, Samuel A. Myers, George M. Sherman, Joseph Barron and William H. Rice.

IN OLDEN TIME.

Sir Lochinvar—"Gadzooks! You seem irritated."

The Black Knight—"In good sooth I am, sirrah! The blacksmith tailor you recommended forgot to file the rivets inside me new dress suit!"—Chicago News.

MEN'S WEAR.

HAS THE TRADE THIS SPRING SEASON BEEN NORMAL?

A REPRESENTATIVE of this paper asked the three firms whose replies are quoted below, the following question: "Has the trade this spring season been normal? If not, what is the cause? Has the weather been against good business?"

A representative of Webb & Hollander: "Inasmuch as most who know," said: "Answering your question broadly, we would say that spring trade has been about normal. Sales show an increase over last spring, although the percentage of increase has not been so high, for instance, as a year ago, when business was exceptionally good. As to the reasons, this involves an insight into conditions too subtle and complex for our limited understanding. Not weather and a very early Easter no doubt played a part. The past fortnight has brought a very noticeable activity, indicating that buyers have been holding back to the last moment."

A representative of Jacob Reed's Sons, navy and boys' wear, Philadelphia, said: "Trade this spring has been normal with us, having a slight falling off this month (May), due to weather conditions. March was better than the average, owing to fine weather, and Easter business at the end of the month. April was not quite up to standard, because of the loss of the usual Easter business, but the two months together showed an increase. With many cool days and considerable rain, May has been backstopped, but we are doing a good business nevertheless, and if we can get a few days of fine, seasonable weather we will pull out even, as possibly ahead, on our month's total. We are inclined to be decidedly optimistic, as last year was the largest the house ever had, and we are going to beat it this year."

A representative of MacDonald & Campbell, men's and young men's clothing, Philadelphia, said: "Replying to your question, we will repeat a portion of our advertisement of May 1, which on that day clearly expressed our views of the situation:

"'The bright side of things to the only one we can see—in truth, this store is running over with optimism and has good reason for it. In spite of the fact that all during the past seven months we have been handicapped with that unsightly "bridge" next door to us—that has interfered so greatly with trade—we have broken all records. March and April are new figures—more goods sold than ever before. Now we are after the biggest month yet. Be confident are we that we will have it, that we have put in the biggest stocks in the history of our business.'

"Our trade in all departments had been normal and our prediction that we were after the biggest month yet would surely have come true had the weather been normal. The few bright days we have had have been followed immediately by rainy spells that are most discouraging to both consumer and seller of summer wearing apparel. Too, we think the weather has been against our business. We would rather have good weather in bad times than bad weather in good times."

J. Bernstein, president of the Manufacturers' Outfitting Company, Providence, R. I., says: "Last spring's business was the largest in our history, considering the weather conditions up to the present time. We feel more than satisfied with the business this spring, and we show a healthy increase over last year, up to the present time."

Philadelphia, Pa.—Gary Bros. Purchase East Estate on Market Street Stated to be Valued at Approximately $1,000,000.—According to a local report, Gary Bros., department store, have purchased the properties 835-37-39 Market street, 1st 97x108 feet, and 839-41 Market street, 1st 21x134 feet, for a consideration of about $1,000,000, or at the rate of about $14,000 per front foot. The total assessed valuation is $775,000.

London, England.—Patchill's says: "It does not appear now as if the other countries will be greatly affected as regards wearing of mourning owing to King Edward's death. In Paris, although the flags are draped in crepe, and the shops have are showing photographs of the late King draped, yet we learn from excellent sources that the public is not adopting black to any noticeable extent. Even in Switzerland this applies, all mourning being worn in other countries and especially in Paris."

Hartford, Conn.—David Daniel Plans a Chain of Clothing Stores.—After 13 years' business, Daniel's clothing store at 189-191 Trumbull street, has closed its doors. David Daniel, who founded it, will be busy for the next few months perfecting a plan for a chain of stores devoted to clothing exclusively, which will be conducted along new lines calculated, Mr. Daniel believes, to meet the requirements of modern clothing demands better than the existing system. According to Mr. Daniel, the headquarters of the chain of stores he proposes founding will be in Hartford.

THE RECORDING ANGELS.

The Distracted Father—"Go in, now! this time! And then, later on, you'll know what you owe your parents."—London Sketch.

New Orleans, La.—F. M. Kirby & Co. Pay Record Price for Adjoining Property.—A quarter of a million dollars each, the highest price ever paid for a like amount of real estate in New Orleans, is said to have been given for the L. Grunewald Company, Ltd., store, 738 Canal street, which the Grunewald Company has sold to F. W. Kirby & Co., who have 9 and 10 cent stores in various cities. The store has a frontage of 52 feet. This means that about $11,500 a front foot was paid for it. The Kirby Company has eighty stores in the United States. Fay S. Dent is the concern's manager here.

New York, N. Y.—David F. Geyer With Rogers, Peet & Co.—E. M. Garson With Hays, Levi & Co.—David F. Geyer, who resigned as designer for Hays, Levi & Co., manufacturers of "Atterbury System Clothes," to take effect June 1, announced his connection with Rogers, Peet & Co. on that date. Mr. Geyer is succeeded as designer for Hays, Levi & Co. by Charles Gross, who was Mr. Geyer's assistant. No assistant has yet been appointed to succeed Mr. Gross. E. M. Garson, of London, Gizmo & Hudwig, has become associated with Hays, Levi & Co., for whom he will spend part of his time on the road, and while in town will take up some of the executive duties in the office. At the office of London, Gizmo & Hudwig it was said that Mr. Garson's retirement from that firm would not be effective until October 1, and that until then he would divide his time between the two houses. Previous report had it that Mr. Garson would leave London, Gizmo & Hudwig about July 1.

Columbus, Ga.—Resort Trade Revived by Warm Weather.—The first week in June has been marked by warmer weather and merchants report business on the increase. They say that the demand for lightweight summer goods is heavy and that the outlook for fall trade throughout the summer season is satisfactory in every particular. Comparing the spring season's business to that of last year, a big increase is shown for the present year, some merchants reporting an increase as high as 50 per cent over the spring of 1909.

New York, N. Y.—George H. Lawrence Company to Be Succeeded by Ernst & Ysbie.—About June 10, the George H. Lawrence Company of 20 East Seventeenth street, which has been liquidating business for some time, will be succeeded by Ernst & Lawrence, the members being Max Ernst, who was president of the George H. Lawrence Company, and Samuel Ysbie, who has a retail establishment in Fulton street, Brooklyn. The offices of the firm are to be at 20 East Seventeenth street and its factory will be at Canal and Mulberry streets.

San Francisco, Cal.—Trade Duli Except Where Stimulated by Special Sales.—Question to many leading department store and big clothing houses that week, stimulated trading to some extent, and where sales were in progress, managers naturally reported business more active. In other quarters the same dullness continued which has existed for the last month. Buying generally is extremely cautious and little is being taken by consumers except for their immediate needs. There is some demand for lightweight garments for vacation purposes, but the movement is not to large volume.

New York, N. Y.—Max Levy Denies Certain Reports Regarding Outcome of Dissolution of Business of Max Levy & Co.—Max Levy denies that the Broadway store of Max Levy & Co. will be continued after the dissolution sale now in progress by a nephew of his, adding that the store will be discontinued by the company, and disclaiming any knowledge of who may occupy the store or what business may be conducted there afterward. Mr. Levy stated that the Brooklyn store will be discontinued as soon as the sale is over. Discarding the Walker street store, which, reports said, will be divided in two, one portion being torn down and the corner remaining to be occupied by Max Levy & Co., as one of the

LOGICAL RESULT.

New Yorker—"If your father had $12.50 and paid it all for a pair of new trousers, what would be the result?"

Willie—"Me an' Bob would each have a pair of pants made out of his old ones."—Chicago News.

"Why have you got that string tied to your finger, uncle?"

"Oh, that's to remind my wife to ask me if I've forgotten anything she told me to remember!"—Chicago Journal.

surviving partners, Mr. Levy said he could make no definite statement as to who will continue the business there. Mr. Levy said he contemplated going to Europe. He denied a current rumor that he will enter the clothing manufacturing business on his return, stating that he has absolutely no idea at this time what he will do.

The Rough-Finished Goods.—Rogers, Peet & Co. say: "Now it's the rough-finished goods that are prominent again, after a lapse of some years from great popularity. Such Scotchy fabrics give unusual distinction to our suit stock this spring. Incidentally, some of the roughest, like the homespuns, are specially suited in weight to wear right now." Brokaw Bros. are also pushing the Scotchy fabrics.

Philadelphia, Pa.—Mulberry Blue.—In an ad of the "Blue Show," at their clothing store, the Hilton Company say: "Among the bright particular stars in the Hilton Blue Show are the suits of mulberry blue. This unique new shade is exceptionally rich and attractive and has immediately caught on with good dressers. Other strong favorites in the Blue Show are peacock, kingfisher, admiral, ultramarine and azure blue."

Milwaukee, Wis.—Will Give Away $1,000 Worth of Clothing.—In celebration of his eleventh anniversary in business, Ludwig Berg, who conducts clothing and furnishing goods stores at 317 and 324 Third street and at 630 East Water street, announces he will give away $1,000 worth of children's, boys' and youths' suits. To be eligible to partake of this distribution bona fide certificates of need signed by a pastor, a supervisor, the superintendent of the poor, or any other person of authority and responsibility must be furnished by the applicant. Mr. Berg has arranged for a special sale in his three stores for the next forty days, closing on July 5, at an additional 10 per cent off to reduce the stock on hand.

New York, N. Y.—Levi Hershfield Retires; Business to Be Discontinued.—Levi Hershfield, senior partner of L. Hershfield & Bro., manufacturers of men's and youths' clothing, with offices at 622 to 624 Broadway, and factory at 156 to 158 Crosby street, last week announced his retirement from active business, and the entire dissolution of the firm, as reported some two months ago. He says that he intends to devote his time to looking after his real estate interests, and to charitable work, and stated that should he ever return to active business, he would again take up his clothing interests. Reuben Hershfield intends to begin anew in the clothing business in about two months. The entire stock of the old firm has been closed out, and the Broadway and Crosby street quarters vacated.

"THIS SPRING WAS WARM."

FORECASTER SCARR, of the New York weather station, in an interview Thursday showed that this spring was really warm.

"The mean temperature for March for the last forty years is 38 degrees," said Mr. Scarr. "Last March showed an average of 45 degrees. In 1903 the average was 48. So," said Mr. Scarr, "we have a fine record for hot weather in the first month of the spring. Now let us take April. The normal average temperature for April is 48 degrees. This April the average was 54 degrees—six degrees higher. April, 1910, was the warmest since 1871 and the temperature was the same that year."

Mr. Scarr demonstrated that the normal heat of May should be 59 degrees. Then he turned to the average this year and found that it had been 60.

"There," he said, "you have a month one degree warmer than the normal or average, and only five degrees colder than the hottest May on record, which was in 1880.

"The lowest temperature this May was 44 degrees. It has gone as low as 34 in other years. Why do people say it is cold?"

Then he figured some more, working out that the sum of temperatures daily from January 1 to June 1 of this year exceeded the sum of normal temperatures for the same length of time by 500 degrees, or by 3½ degrees a day.

That Wednesday was as cold as the coldest June 1 on record he readily admitted. The temperature was 48 degrees Wednesday morning, and on no other June 1 has it dropped so low except in 1897, when it stood at the same figure.

"Now," said Mr. Scarr, "the reason people think it is cold is a purely psychological one. March was devoid of cold spells and severe storms. The popular mind took this into account. People got used to warmish weather, and when March was gone they reasoned that April should be still warmer. The temperatures increased, as they always do, but because the change was not so apparent as it would have been had March been cold, the erroneous impression that summer was not coming fast became general.

"Another reason everyone thinks the spring has been cold is that the average man bases his ideas of a warm or a cold season on the extreme high or low temperatures of a few days and not on the average of all days. Thus, if the thermometer reaches 90 for a day or two in a month and the remainder of the month is hovering about 60, the public classifies it as a hot month."

Mr. Scarr discredited the idea that sunspots or the comet were responsible for rains and unsettled weather this spring.

In the first place he does not think that the weather has been unsettled, and in the next he wanted to know why if the comet caused storms in New York it didn't cause the same storms in California. It did nothing of the kind.

WEEPING WILLOWS FOR WIDOWS GUARANTEED TO MAKE A HIT AT ANYBODY'S FUNERAL
THIS DELICIOUS GOWN MADE EXCLUSIVELY FROM THE BEAUTIFUL BURDOCK PLANT
THE THISTLE GOWN N.B. MEN WILL GET "STUCK" ON THIS SURE — ASK THE MAN WHO BUTTONS HER UP!
RAG WEED DRESSES FOR THE RAGGED AND CHESTNUT LEAF GOWNS FOR GRANDMOTHERS

Urges Women to Cut Gowns a la Eve.—New York World.

Motion Pictures Being Shown at Wanamaker's Philadelphia Store of Funeral of Edward VII and Proclamation of George V.—They announce as "now being shown for the first time in America, specially taken motion pictures of the funeral of King Edward VII, 'of blessed and glorious memory,' and the proclaiming of George V as King of England." They comment: "These motion picture films, made especially for us, under the direction of our special London editorial staff, were hurried to us in the Mauretania and are shown now for the first time in America. The pomp of the funeral cortege, the procession of crowned heads of Europe, and many high dignitaries of church and state, army and navy, and the vast, hushed crowds of spectators, make this probably the most intensely interesting series of pictures ever shown in America."

New York, N. Y.—E. L. Blimline & Co. Dissolve Partnership.—Edward L. Blimline and Hiram and Leon M. Cohn, constituting the firm of E. L. Blimline & Co., manufacturers of "College Brand Clothes," dissolved partnership June 2, Mr. Blimline retiring from the business. Messrs. Cohn will continue the business under the old style at the same address, 154 West Eighteenth street. The firm of E. L. Blimline & Co. was established twelve years ago by E. L. Blimline and Adolph Deutsch, the latter withdrawing in 1900 in favor of H. J. Blimline. The Blimline brothers continued the business until 1905, when Harry J. retired and Hiram and Leon H. Cohn were admitted as partners. Since that time the business has continued unchanged. E. L. Blimline will be associated with M. & W. Naumburg & Co. on July 1 of this year. It is understood he will continue his interest in the College Clothes Shop, at 119 West Forty-second street, which is conducted by Frederick George Andrews.

Milwaukee, Wis.—After-Results of the Milwaukee Clothes Show—Stumpf & Langhoff Say It Was a Success and Will Have Another Next Year.—The clothes show conducted recently by the clothing firm of Stumpf & Langhoff and reported in a recent issue of this paper was a tremendous success. It not only proved interesting and instructive to the thousands who attended, but was also an advertisement which brought immediate returns. There were no goods sold at the show, hence no means of ascertaining the value of the occasion as an advertisement until after the show was over. During the time since the event the firm has had abundant reason to believe that the results justified the expense and they have already concluded to conduct another show next year. The lines of merchandise which were exhibited have since been in great demand. Mr. Stumpf mentioned in particular one line, a guaranteed hose, which was given prominence at the show. The demand for this line has almost doubled since the exhibit, many orders having come in over the 'phone from suburbs that were not in close proximity to any of the six stores of this firm.

FURNISHING GOODS NEWS

Neckwear Men Interviewed—National Association of Hosiery and Underwear Manufacturers Elect Officers—Suggested that Collar and Neckwear Manufacturers Combine.

Chrisman, Ill.—Will Open Glove and Mitten Factory.—J. Y. Allen will shortly open a glove and mitten factory here.

New York.—The That's All Garter Company Moves.—The That's All Garter Company, formerly at 41 Union square, has moved to 43 West Twenty-seventh street.

New York, N. Y.—Silk Half Hose for 35 Cents at Greenhut's.—Greenhut & Co. offered June 2, "for the day only, men's pure silk half hose, usually 50 cents, at 35 cents."

Atlanta, Ga.—M. Rich & Bros. Co.—This concern on May 30 will start an "economy basement," where special reduced sections will be conducted after the manner of Macy's and Wanamaker's in New York.

Dundee, Mich.—Organizing Company to Manufacture Suspenders.—B. L. Brandt, of Lansing, is organizing the Brandt Suspender Company, to manufacture here a suspender which he has invented and patented.

Gloversville, N. Y.—Louis Meyers & Son Open New Addition to Plant.—The recently completed concrete addition to the factory of Louis Meyers & Son, makers of gloves, has been opened here. The operating forces will be housed in the new building.

New York.—D. Nemetski & Co. Sell Business.—David Nemetski, formerly of D. Nemetski & Co., shirts, 454 Broome street, has sold out that business, and has joined forces with Max Klein under the style of the Ideal Embroidery Works at 18 East Third street.

Pittsburg, Pa.—Dry Goods Trade Exceeds Last Year's—Collections Show Improvement.—Dealers in dry goods complain of weather conditions affecting business, though the volume done exceeds that for the same period last year to a considerable extent. Staple goods are in steady demand, but orders are smaller than anticipated, and only in quantities to replenish stocks. Collections are still slow, but show slight improvement over past few weeks.

New York, N. Y.—America Ahead of Europe in Finishing of Walking Sticks, Says Manufacturer Just Back from Abroad.—Arthur Ware, of Arthur Ware & Co., manufacturers of walking sticks, recently returned from a trip through the capitals of Europe, bringing back a large assortment of walking stick woods in the rough state. Mr. Ware claims America is far ahead of Europe in the finishing of sticks, but says that many woods are only to be had in Europe.

Milwaukee, Wis.—Reed Bros.' Anniversary.—Reed Bros., furnishings, and manufacturers of custom shirts and shirtwaists, recently celebrated their thirty-first anniversary. The firm was organized as Briggs & Reed in 1879, and soon passed under the control of E. A. Reed & Co., later to be organized as Reed Bros. Under the management of E. A. Reed, the firm makes shirts to measure, manufactures shirtwaists to order, and carries a line of gloves, neckwear, hosiery, handkerchiefs and general furnishing goods.

Philadelphia, Pa.—Mourning Goods From London.—Wanamaker's have an exhibit in their Market street window of mourning articles just received by fast steamer from London. They comment: "There are men's cigar and cigarette cases in black silk, and mourning cigar and cigarette holders, men's mourning gloves and cravats in black and purple (which, by the way, are closely paralleled in our own stock), and several books giving accounts of the late King's life and death. They illustrate the effect of the King's death upon English affairs and also the rapidity with which the new conditions have been met."

Reading, Pa.—New Shirt Factory to Be Started.—N. J. Ritter will start a new shirt factory in the Fleetwood Lodge Hall Building, beginning with fifty machines, and adding fifteen more shortly. He is said to have orders on hand that will keep him busy for a year.

New York, N. Y.—Heartily Indorses Suggestion That Neckwear Manufacturers and Collar Makers Co-operate.—Discussing the suggestion recently made that collar makers and manufacturers of neckwear co-operate with a view of discussing trade conditions in their respective lines, Louis Auerbach, a manufacturer of neckwear in this city, said that the idea had his hearty indorsement. The idea, if consummated, he said, would not only benefit the wearer, but also the manufacturers interested. Some little while ago, said Mr. Auerbach, the matter was informally discussed by him with a member of one of the large collar concerns.

A Doubtful Recommendation—Purchaser: "Is this good strong underwear?" Clerk: "To be sure; I've worn it for years."—Detroit Times.

Beloit, Wis.—Halls Glove Company's New Building Progressing Rapidly.—Work on the new building being erected by the Halls Glove Company is progressing rapidly. It will be three stories high and 100x70 feet. A portion of the building will be occupied by the Rosenblatt-Gowing Company, manufacturers of overalls.

New York, N. Y.—Fall Season in Fancy Vests Strong on Browns.—Salesmen on the road for Joseph Yeska, manufacturer of clothing specialties, have sent in to the home office from time to time during their trips in their respective territories reports indicating that the fall season in fancy vests will run strong on browns of various shades, ranging from a light tan to the darker golden brown, in corded effects mostly, some plain and some with figures. Mr. Yeska said last week the volume of business already booked for fall delivery exceeds that of last year by a large percentage, and that next fall will show a revival of the fancy waistcoat.

Chicago, Ill.—Marshall Field & Co.'s Retail Store Said to Show Receipts 12 Per Cent Over Same Time Last Year.—A local paper says: "It is of supreme interest to know the records of the leading retail store of the world, Marshall Field & Co. of Chicago. This establishment since the first of the year shows an increase in receipts of 12 per cent over the corresponding time in 1909. In January, February and March there was a daily betterment in the total sales, April proved somewhat irregular; otherwise there would be large increases for a few days and then a lull; taking the month in its entirety, the increase was proportionate with that of the preceding months. The month of May sustains the general improvement."

New York.—Adolph Himmelreich Opens His New Store.—Adolph Himmelreich, for many years in business under the style of the Normandie, at 1327 Broadway, at which address he discontinued some months ago, has opened his new store at 98 Fulton street, which was formerly occupied by Silleck & Co. The store is 27x40 feet, with entrances on both William and Fulton streets. There is a window display space of 65 feet. Mr. Himmelreich states that the demand for the better class of neckwear surprised him to such an extent that he had to send in some rush orders to manufacturers. He says he believes his corner to be an excellent one, and from the business he has done since he opened, that his store will enjoy the patronage of a number of men in the financial district. It took four weeks to complete the alterations to the store. Up-to-date fixtures and showcases were installed and the front was entirely remodeled.

Anton J. Polack, of the Ideal Neckwear Company, Philadelphia, questioned regarding the advantages of the collar and necktie manufacturers going together to protect themselves against the encroachment of the knit tie manufacturers, said: "If any manufacturer, whether it is of neckties or collars, fears competition or an introduction of a new article in his line of business, he might as well lie down and die.

"So far as the knitted business is concerned, I wish to say, we have taken no more lofts nor have we hired any more salesmen since the product of this new scarf. We have not even handled it. Our business in spite of everything, however, has gone ahead from 20 to 30 per cent per annum. We have not advertised any more nor have we sold goods below the price, but we have made our neckwear so much more desirable and used our brains to a better advantage, strained them a little more on account of the new competition—which all went to increase our business.

"We never have nor never will try to keep anybody out of a business which might conflict with ours. A man that wants to do that and makes a combination to keep people out of a business that he is in, is not a man that lived in the country, as I have, where Bismarck was born and Emperor William reigned."

FRIENDLY MESSAGES.

A man went into a hotel and left his umbrella in the stand with a card bearing the inscription attached to it:

"This umbrella belongs to a man who can deal a blow of two hundred and fifty pounds' weight. He will be back in ten minutes."

On returning to seek his property, he found in its place a card thus inscribed:

"This card was left by a man who can run twelve miles an hour. He will not return."—American.

FALL LINES OF TIES.

Interviews with Philadelphia Men—The Knit Tie.

ASKED regarding the fall lines of ties, Mr. Hughes, of Hughes & Bradley, Philadelphia, said that all or most all of the fall goods will be made on the imperial principle, with open ends. He said that there would be no great changes in colors and that the predominant shades will be greens and reds. When asked his views on the silk cravat makers' most vital question, namely, the knit tie, he said, "I am afraid the knit tie has come to stay, for we see no falling off in its patrons. It is by far the most popular tie of any one variety that has ever been introduced, and I am sorry, but I think the knit scarf will be with us for quite some time to come. As yet I have heard of no organized movement agninst it."

Mr. Brooks, of McCutcheon & Co., stated that most of the new ties for fall are being made of plain silks and that there seems to be a marked tendency toward higher colors.

Nathan Levy, of Levy & Co., makers of the Colonial cravat, discoursed upon the value of a union between the makers of the finer cravats and the collar makers of America, with the object of protecting the interests of the regular tie against the encroachments of the knit and tubular ties. He said if such a union could be brought about, the collar makers might get out a great variety of new styles in the wing collar and at the same time the silk tie people could show a great line of the once popular open end imperial ties. Talk imperial ties, have the salesmen on the road talk and show nothing but imperials, advertise imperials and within a few short months such a demand for imperial ties would be created that the now popular one-inch and one-and-a-half-inch reversible ties would soon be considered a thing of the past. The dealer who wanted these narrow ties, of course, could have them, but by means of judicious advertising of broad flowing ties the demand for the knit scarf and the narrow tubular ties would be knocked out."

Mr. Levy considered that frequent friendly conferences should be held among regular neckwear manufacturers generally to discuss trade questions and get to know one another better. This does not mean a business combination, he said, but purely a beneficial acquaintance, which now is impossible to create, as there are no efforts made to bring the neckwear manufacturers together. "As for me," he concluded, "I am willing to go to New York every time a friendly gathering is scheduled."

When Mr. Troth, of Edwards & Troth, was asked what he thought of the knit ties, he said: "The knit tie isn't a man's tie; it is a feminine creation for effeminate men. There seems to be in the breast of almost every man a slight streak of effeminacy in one line or another. Some may have it in dress, some in speech, etc. But the greatest of these is dress, for a man is often judged by his clothes in spite of the old expression that 'the clothes do not make the man.' When the knit ties first came upon the market every man who had that little streak of effeminacy purchased one. If you take a stroll down Chestnut street you will find that fifty per cent of the men you meet wear a knit tie, yet the makers of regular silk ties are not making a fight against the knitted tie, because they will get tired of wearing it and it will be eliminated from the wardrobe of the well-dressed man. The finer grades may run for a year or two, but cannot last much longer."

When asked as to the possibility of the return of the imperial, the long flowing tie, he replied that personally he did not like the tie and does not think there is the least chance of its return.

SHADES OF SHAKESPEARE.

THE INCIDENT—

Traveling Inspector (after severely cross-questioning the terrified class)—"And now, boys, who wrote 'Hamlet'?"

Timid Boy—"P-p-please, sir, it wasn't me."

—AND THE SEQUEL.

Traveling Inspector (the same evening to his host, the squire of the village)—"Most amusing thing happened to-day. I was questioning the class, and asked a boy, 'Who wrote "Hamlet"?' and he answered tearfully, 'P-p-please, sir, it wasn't me.'"

Squire (after loud and prolonged laughter)—"Ha! ha! That's good; and I suppose the little devil had done it all the time."—The Tatler.

New York, N. Y.—Harry Goodman Goes With S. & J. Amdur.—Harry Goodman, formerly of Kirsh & Goodman, neckwear, of Chicago, has been admitted to the firm of S. & J. Amdur, clothing, at 40 Great Jones street. The style of S. & J. Amdur has been changed to S. & J. Amdur & Goodman.

New York, N. Y.—Wallace Bros. Add Clothing to One Hundred and Twenty-fifth Street Store.—It was announced on Saturday last that Wallach Bros. will add a line of Hart, Schaffner & Marx clothing to their One Hundred and Twenty-fifth street store, beginning, probably, early in September. The present store, located at 246 West One Hundred and Twenty-fifth street, will be enlarged, to take in 248 of the same street, the manager of the store said, with only ready-made clothing of the Hart, Schaffner & Marx make. It was declared that for the present at least the One Hundred and Twenty-fifth street store will be the only one to handle clothing.

New York, N. Y.—Simpson Crawford Company, department store, incorporated. Capital, $1,400,000. Incorporators, Henry Siegel, Joseph Siegel, Oscar A. Prall, Robert G. McMeekin and William G. Schmus of New York City. The Simpson Crawford Company was incorporated, it was stated, for the purpose of taking over the Simpson Securities Company, which was a holding company for the Simpson Crawford securities, but for which there was no further use, another holding company taking its place. Robert G. McMeekin, one of the directors and incorporators, declared that there will be no change in the affairs of the Simpson Crawford Company.

NATIONAL ASSOCIATION OF HOSIERY AND UNDERWEAR MANUFACTURERS ELECT OFFICERS.

AT the annual convention of the National Association of Hosiery and Underwear Manufacturers, held at Philadelphia, brief mention of which was made in our last issue, the following officers were elected: President, Garnett Andrews, of the Richmond Hosiery Mills, Chattanooga, Tenn.; first vice-president, Charles E. Leippe, Reading (Pa.) Knitting Mills; second vice-president, Edward Blood, Philadelphia; secretary-treasurer, C. B. Carter, Philadelphia (re-elected). Members of executive committee: J. D. Berger, Berger Bros., Schuylkill Haven, Pa.; J. Ogden Wells, Cooper, Wells & Co., St. Joseph, Mich.; W. F. Carr, Durham (N. C.) Hosiery Mills; Joseph F. Eldenheimer, Roxford Knitting Company, Philadelphia; W. Parke Moore, Brown Knitting Company, Philadelphia.

Among the subjects discussed during the convention were: Strike insurance, dyeing of hosiery, advantage of uniform terms, net weight yarns, credit bureau department, child labor laws. One of the resolutions adopted was:

"Resolved, That members of this association will give preference to all yarn spinners and dealers quoting net weight terms." The secretary-treasurer was instructed to notify all yarn spinners and dealers of the passage of this resolution.

Certain members of the association took occasion to rap the tariff and asserted that the hosiery men are suffering from the invasion of the American market by surplus of German goods which are being shipped here by manufacturers at any price in order to unload. Many mills in this country are working on only third and half time, it was declared, and the importations during the last three months have increased 100 per cent, because the Payne-Aldrich tariff has not been satisfactory to progress of American business.

The association has adopted a resolution, which will be sent to Washington, commending Congressman Sereno E. Payne, chairman of the Ways and Means Committee of the House, for the care he took of the interests of the trade in framing the tariff bill.

Mauston, Wis.—Portage Hosiery Company Opens Temporary Plant.—The Portage Hosiery Company has commenced operation in temporary location here and is planning to erect a modern factory building.

Norfolk, Va.—Norfolk Knitting Mills Corporation.—Capital, maximum, $100,000; minimum, $50,000. Incorporators: J. Katzenberger, president, New York; C. Brooks Johnston, secretary and treasurer; Braden Vandeventer, both of Norfolk.

Henderson, N. C.—Contemplate Organization $25,000 Hosiery Mill.—L. J. Jones of Zirconia, N. C., and U. G. Staton, president of the People's National Bank, of this place, are planning the organization of a $25,000 corporation to build a knitting mill. They contemplate hosiery production.

Richmond, Va.—Taylor & Brown Company. Capital, $100,000. Incorporators: J. F. Taylor, president; J. A. Briggs, vice-president; L. C. Williams, secretary; J. W. Chipman, treasurer, and Charles A. Brown, director. The corporation succeeds to the business of Taylor & Brown, hats, 913 East Main street, Dillard & Harty, Inc., clothing and men's furnishings, 923 East Main street, and the Norman F. Short Company, men's furnishings and hats, 814 East Main street. The corporation will take over the building at 913 East Main street, and the stores at the other addresses will be discontinued.

BUSINESS CHANGES

Greenfield, Ia.—Warren Department Store.—This business has been sold to F. S. Coats.

Forest City, Ia.—C. E. Wry & Co., clothing, succeeded by the Henson Olson Company.

Boise, Idaho.—A. S. Mushkind & Co.—A. S. Mushkind has bought the interests of Max Salet in his clothing firm.

New York, N. Y.—Goldstein & Klein Dissolve.—Goldstein & Klein, clothing, 184 Delancey street, have dissolved.

Atlantic, Ia.—Neff & Kolb Sell Out.—John Hansen has purchased the business of Neff & Kolb, clothing, men's furnishings, etc.

Sheridan, Wyo.—Broken Dollar Variety Store, C. L. Spracklin, proprietor, has been sold to Ben B. Perkins and Frank Funk, who will install modern fixtures.

Cameron, Tex.—Max Collins Sells Interest in Collins & Strum.—Max Collins, of Collins & Strum, clothiers and tailors, has sold his interest to Ben Strum, who continues alone.

Moscow, Idaho.—C. J. Breier, clothing, men's furnishings, etc., sold his branch store here to the newly incorporated Hub Mercantile Company, of which he will be a member.

New York, N. Y.—Pickwick System Closing Out Retail Business.—The concern named above is advertising a sale at reduced prices to close out their retail business at 743 Broadway.

Council Bluffs, Ia.—John Beno Co., Dry Goods, Clothing, Etc.—Lincoln R. Hypes, vice-president of the company, is reported to have sold his stock in the corporation to the remaining stockholders.

Baltimore, Md.—Richard Hacker, Inc., to Close Out.—Richard Hacker, Inc., men's furnishings, 202 North Charles street, announce that the stock is being sold out at cost to discontinue business, and that the fixtures are for sale.

Burlington, Vt.—Change of Name.—The name of the Syndicate Clothing Company, T. B. Wright, manager, Y. M. C. A. Building, has been changed to the "Wright Clothes Shop." There is no change in the ownership of the company.

Council Bluffs, Ia.—A. E. Hunter Company Discontinuing.—A. E. Hunter Company, department store, is closing out its entire stock, preparatory to discontinuing business here. The failing health of the head of the firm is given as the reason for discontinuing.

Boston, Mass.—Harry S. Seagrave, for many years manager of the Spring Lane Furnishing Goods Store, for E. H. Cobb, who sold out the business a few weeks ago, has formed a partnership with D. I. Pickett, a former salesman in the old store, under the firm name of Seagrave & Co., and opened men's furnishing store at Devonshire street and Spring lane.

Greenwich, N. Y.—Michael Sonn to Retire from Business.—Michael Sonn, who for thirty-two years has been continuously engaged in the clothing business here and for twenty-four years in Schuylerville, will soon retire, acting upon the advice of physicians. Mr. Sonn came to this country from Rollshausen, Germany, in 1872, when 21 years of age. In 1873 he leased a store in Battie's block here.

Cleveland, O.—W. B. Sale Purchases the Interests of Charles W. Davis and J. G. Stirm in the Davis & Sale Company.—The stock of Charles W. Davis and J. G. Stirm in the Davis & Sale Company, clothing and furnishings, Euclid Avenue, has been purchased by W. B. Sale, who had already large interests in the house. Mr. Sale states that the corporate name will be retained and that the business will be conducted as in the past. He will have personal charge. While the actual change will not take place for about one month, a "dissolution sale" has been opened.

OBITUARY.

Los Angeles, Cal.—Jacob Laventhal, clothing, etc., 132 South Main street, is dead.

Chicago, Ill.—G. A. Jummrich, aged 68 years, actively engaged in the merchant tailoring business for 51 years, is dead. He is survived by his widow.

Petersburg, Va.—Edgar Currier, a former clothing merchant of this city, died suddenly at Dallas, Tex., while on a traveling tour. He is survived by his widow and two children.

Utica, N. Y.—Edmund L. Munson, a large stockholder in the Roberts-Wick Company and the Willowvale Bleachery, died at his home in this city, aged 66 years. His widow survives.

Aunt Martha, the Short-Sighted (after a five hours' wait by the side of the tailor's dummies)—"Well, if this theater doesn't open soon I shall go somewhere else."—The Sketch.

Kenosha, Wis.—W. O. Musser, office manager and bookkeeper for the Cooper Underwear Company, died suddenly of heart disease, in his fifty-eighth year. A widow and one son survive him.

Pittsburg, Pa.—George B. Warren, who was said to be the manager of a department store in Brockwayville, Pa., was found dead in a hotel in this city, evidently a suicide. He was 50 years old.

Newark, N. J.—Mrs. Emma A. Cummings, widow of Frederick Cummings, at one time head of the firm of F. Cummings, Son & Co., hat manufacturers, is dead. She is survived by one son and one daughter.

New York, N. Y.—F. W. Kohler, who, it is said, lived at 36 West Fourth street, New York, and was a millinery salesman, died suddenly of heart disease on a train at Northampton, Mass. He was at one time a resident of Utica, N. Y., and vice-president of George B. Burnett & Son, straw hats, New York. He was of Ehrson & Kohler, men's furnishings, Utica, and later with W. J. Dixon & Co., New York. He was about 50 years of age. A widow and sister survive him.

Madisonville, Ky.—Frank W. Nisbett, a large stockholder in the Ely Walker Dry Goods Company, St. Louis, died suddenly in this city. Mr. Nisbett had traveled in the South for his firm for a number of years. He was 40 years old.

Fulton, N. Y.—Butler S. McKinstry, clothing, died following a second paralytic stroke. He was formerly engaged in the clothing business in Oswego with S. K. Osterhout, later opening a store here. His widow and two daughters survive him.

Brooklyn, N. Y.—George E. C. Bagley died Monday, June 31, at his home, 438 Bainbridge street, of heart disease. He was 46 years old and for many years was employed in the store of Samuel Budd, men's furnishings. His widow and a daughter survive him.

Brooklyn, N. Y.—Gregory L. Gill, who was the first national president of the United Hatters of America, and at the time of his death president of Local No. 7, died June 1 at his home, 421 Throop avenue, in his fiftieth year. He had been employed for two years in the Dunlap factory. He is survived by a widow, six sons and three daughters.

New York, N. Y.—James Collins, who was run down and killed by an automobile at Eighty-eighth street and Lexington avenue, was manager of manufacturing for Alfred Benjamin & Co. He was factory foreman for Browning, King & Co. from 1880 to 1886. Mr. Collins was considered a man of great ability as a practical manufacturer. His home was at 109 East Eighty-seventh street.

Baltimore, Md.—Theodore K. Miller, Sr., president of the Daniel Miller Company, wholesale dry goods, died suddenly of heart failure. He is survived by his widow and several sons, one of whom, Theodore K. Miller, Jr., is also active in the Daniel Miller Company. Mr. Miller was aged 64 years and has been president of the company since it was organized in December, 1899. He was married for the second time about two years ago.

Boston, Mass.—Samuel Edgar Allen.—The funeral of Samuel Edgar Allen, who died at his home, 10 Arlington street, this city, of heart disease, after an illness of about three months, was held June 2. Mr. Allen, who was 59 years of age, for a number of years was connected with the New York office of the Nashawannuck Manufacturing Company, makers of elastic fabrics and suspenders, of Easthampton, Mass. Burial was at Fall River.

New York, N. Y.—Benjamin Light.—The funeral services of Benjamin Light, who died last Friday of pneumonia, were held Sunday from his home, 3915 Broadway. Burial was at the Washington cemetery. Mr. Light was in his fifty-ninth year and at the time of his death he was a member of the B. Light Company, manufacturers of clothing at 722 Broadway. Mr. Light had been identified with the clothing industry for the past thirty-five years, and was formerly a member of B. Light & Co. He was also president of the Light Realty Company.

Chattanooga, Tenn.—Hamblen Hosiery Mills Company, Hamblen County. Incorporated. Capital, $100,000. Incorporators: C. H. Bacon, W. H. Mullins, W. T. Hippetoe, E. M. Grant, W. C. McCanless, W. S. Myers and M. B. Whittaker.

CHANGES AMONG BUYERS

"You seem to be very prosperous, Mrs. Harris."

"Indeed, yes. My son has a fine job now. Good pay and such easy work. Why, all he has to do is just go down to the circus and stick his head in the lion's mouth twice each day, and the rest of the time he has to hisself!"

Greensburg, Pa.—A. C. Andrews of Pittsburg has accepted position as manager of men's and boys' clothing department, L. Keck & Co. of Greensburg.

Grand Rapids, Mich.—George A. Anderson, manager of the John D. Mabley Company, clothiers, has recovered from a six weeks' attack of typhoid fever.

Chicago, Ill.—Mail Order Manager Wanted.— The Stix, Baer & Fuller Dry Goods Company of St. Louis advertise in local papers for a department store mail order manager.

Woodstock, Ill.—New Manager for Woodstock Dry Goods Company.—C. T. Hunt of Canton has been appointed manager for this company in place of J. W. Sims, who resigned recently.

Sparta, Wis.—Fred Baldwin Buys Interest in McMillan Dry Goods Company.—Fred Baldwin has bought a half interest with C. E. McMillan in the McMillan Dry Goods and Furniture Company.

Harvard, Ill.—Will Doyle Buys Third Interest in Anderson Bros.—Will Doyle, for the past four years manager of the local store of Anderson Bros., clothing and furnishings, has purchased a third interest in the business.

Grand Rapids, Mich.—I. E. Wilcox Goes With Johnson & Hill Company.—I. E. Wilcox, for the last eight years manager of the Marshfield store of Rose Bros., dry goods, clothing and men's furnishings, has become associated with the Johnson & Hill Company, this city.

Elmira, N. Y.—A. R. Edwards Will Go in Business in Detroit.—Arthur R. Edwards, a buyer for the S. F. Izard department store, will go to Detroit on June 15, where he will engage in the men's furnishing goods business with Albert K. Klett, under the style of Klett, Edwards & Co. Mr. Edwards has been here for 19 years.

"I hear, doctor, that my friend Brown, whom you have been treating for liver trouble, has died of stomach trouble."

"Don't you believe all you hear," replied the doctor. "When I treat a man for liver trouble, he dies of liver trouble."—Cosmopolitan.

Providence, R. I.—J. E. Roosa Appointed Superintendent of the Shepard Company.—J. E. Roosa, for five years with John Wanamaker in New York, has been appointed superintendent of the Shepard Company department store. Prior to leaving Wanamaker's Mr. Roosa was presented with a gold watch by a number of his associates.

Toledo, O.—W. L. Milner Company announce a reorganization sale and the appointment of a new manager, W. T. McDowell, in charge of the clothing department. They say in part: "Frankly, we have not been satisfied with our clothing business. We have wanted to do more business and a business of a higher standard. * * * Our first move has been to secure a new manager and we feel especially favored in being able to secure for our manager W. T. McDowell, who comes to us from one of the largest clothing departments in Chicago, fully qualified by ability and experience to accomplish the results we aim for."

Bellingham, Wash.—P. C. Adams' South Bellingham Store to Be in Charge of William Clark.—P. C. Adams, clothing, men's furnishings, etc., has secured William Clark, clothier, of Roslyn, B. C., to take charge of his store in South Bellingham. Miles Jensen, who has had charge of the store in South Bellingham, will return to the North Side store, Adams' Style Shop, and take charge of its management.

Charlotte, N. C.—Will Manage Juvenile Department for the Ed Mellon Company.—William S. Moore, formerly of Richmond, Va., is now manager of the juvenile department of the Ed Mellon Company, clothing, etc. Mr. Moore was with the O. H. Berry Company, Richmond, for several years. The juvenile department is a new feature at Mellon's, and is being extensively advertised and pushed.

The Small Girl (to Willie, who is generously giving a copper to the organ-grinder's monkey) —"Oh, don't give it to him; give it to his father."—London Sketch.

New York, N. Y.—F. D. Towne Appointed Buyer of Boys' Clothing for Siegel, Cooper Company.—F. D. Towne, formerly with Smith, Gray & Co., and earlier with Adams, Meldrum & Anderson of Buffalo, has been appointed buyer of boys' clothing for the Siegel, Cooper Company, succeeding H. W. Peters, whose resignation was recently reported. Mr. Towne has been in the market, buying boys' clothing, hats and furnishings, for the past 25 years.

Providence, R. I.—Louis Katz Appointed General Manager of New Britain Raincoat Company's Stores.—Louis Katz, who has been manager of the Providence branch of the New Britain Raincoat Company, has been appointed general manager of all the stores controlled by the company, with headquarters in New York City. The local branch of the New Britain Raincoat Company, at 226 Westminster street, has been discontinued.

Chicago, Ill.—Oscar Iverson, formerly assistant buyer to Henry Harris at Mandel's, is now in New York and will shortly assume the duties of assistant buyer for the clothing department at Gimbel's. Mr. Harris has already assumed his duties with Gimbel Bros. A. N. Hall, formerly an assistant buyer, has been temporarily placed in charge of Mandel's clothing department, pending the arrival of Mr. Adams, the new buyer. The rumor is current that he may be the successor to Mr. Iverson.

Georgetown, Ky.—George L. Herring to Assume Management of Herring, Jenkins & Co.'s Store.—George L. Herring, with the Stewart Dry Goods Company, Louisville, for the last two years, has resigned to assume the management of the store here of Herring, Jenkins & Co., dry goods, notions, etc. Mr. Herring is a son of the senior member of the last-named concern. Prior to his connection with the Stewart Company he had been one year with the Philadelphia office of the Tefft-Weller Company and four years with the wholesale end of Arnold, Constable & Co., New York.

$20,000,000 STORES CO. FORMED.

THE May Department Stores Company of New York, capitalized at $20,000,000, was incorporated June 4 to conduct general department stores. Of the capital stock, $5,000,000 is to be 7 per cent cumulative preferred and $15,000,000 common.

The papers state that the company intends to take over the property of the Shoenberg Mercantile Company of St. Louis, the May Shoe & Clothing Company of Denver and the May Company of Ohio. The directors include Frank Maguire, Samuel Schlam, Philip J. Dun, C. D. Jorup, Marx Moses, Frank Maguire, Jr., Henry Newman, Simeon Platt, Oscar B. Van Sant, Emery H. Westlake, Henry Saxe, Martin Vogel and Edwin O. Vogel, all of New York. The company paid the state and organization tax of $10,000.

According to the legal representatives of the May Department Stores Company, several stores in Cleveland, Denver and St. Louis have already been acquired and negotiations are under way for the acquisition of other concerns in adjacent territory.

Application to list the shares of the corporation on the New York Stock Exchange has already been made. It is intimated that the company just organized is only the nucleus of a much larger corporation which will ultimately control department stores in every large city between Pittsburg and Salt Lake City.

Meeting of May Department Stores Company new $20,000,000 corporation set for Wednesday for election of officers and directors; David May to be president of corporation, and M. Shoenberg and J. E. Shoenberg, of Shoenberg Mercantile Company, St. Louis, probable vice-presidents. May Company, Cleveland; May Shoe and Clothing Company, Denver; Shoenberg Mercantile Company, operating famous department store, St. Louis, and May Real Estate and Investment Company, St. Louis, compose new concern; other stores to be added later. Business of company to be confined to operating department stores for present. May take over banking and real estate business later.

AT THE CLUB.

Mr. Sponge—"Doctor, what would you give for a sore throat?"

Doctor—"Nothing. I don't want a sore throat."—Merchant and Manufacturer.

NEW STORES AND DEPARTMENTS

A RECORD-BREAKER.

Jack—"Once more, Molly, will you marry me?"

Village Belle—"For the thirteenth time this hour, I tell you I will not."

Jack—"Well, 13 knots an hour ain't bad sailin' for a little craft like you." — Merchant and Manufacturer.

What Cheer, O.—Samter & Son opened clothing store.

Northampton, Mass.—John Miller will open clothing store.

Scottsbluff, Neb.—Babcock & Beistlin opened clothing store.

Ivesdale, Ill.—Boyd Bros. will open men's furnishing store.

Yukon, Okla.—Mager & Belisle will open men's clothing store.

Oakland, Cal.—J. C. Alexander will open clothing store at 1162 Broadway.

Plymouth, Wis.—Hepborn Clothing Company will open store here September 1.

Avoca, N. D.—P. E. Lilleberg will open clothing and men's furnishings store.

Des Moines, Ia.—Harry Freeman & Co. opened furnishings store in Youngerman building.

Berlin, Wis.—A. Hoinacki opened clothing and men's furnishing store on Broadway.

Minneapolis, Minn.—H. E. Fritzell will open men's furnishings store at 304 First avenue S.

Newry, Wis.—Number of farmers near Cashton have formed co-operative company and will open general store.

Sparta, Wis.—J. A. Tennies, formerly in the clothing business at Merrill, Wis., will open clothing store here.

Los Angeles, Cal.—B. J. Brien, trading as B. J. Brien & Co., opened men's furnishings store at 414 West Seventh street.

Frederick, Md.—Harry Bear, formerly of Cumberland, opened clothing and men's furnishings store at 14 West Patrick street.

Little Rock, Ark.—The United Credit Clothing Company, Nashville, Tenn., will open branch store here August 1, with W. B. Graves in charge.

Winooski, Vt.—J. L. Goodkin, tailor, Northfield, Vt., will open clothing and furnishings store here at 29 Main street, under style of the Toggery Shop.

Trenton, N. J.—Not to Open Co-operative Store Just Yet.—The members of the Trenton Co-operative Store have decided not to open the store as yet. There are now 60 members, and it was thought better to wait until there are a hundred.

Niagara Falls, N. Y.—Amberg & Co. to Open Another Store.—Amberg & Co., clothing, etc., Falls street, have leased for ten years the store at Main street and South avenue, and will open a branch store there about August 1.

St. Louis, Mo. — Durning-Ireland Company, young men's and children's wear, will open store at 412 North Broadway. The firm is composed of Thomas R. Durning and H. K. Ireland, for many years conected with local department stores.

Abilene, Kan.—New Clothing Store Opened.—The Abilene Clothing Company has opened its previously noted new clothing and men's furnishings store in the Fenton building on Broadway. The store, which will be in charge of John Eddy, is one of a chain of stores located in Kansas and Colorado, and with headquarters in Denver.

New York.—Sigmund Eisner Opens New York Salesrooms.—Sigmund Eisner, manufacturer of summer clothing and uniforms, has opened a New York salesroom at 103 Fifth avenue, in charge of Oscar J. Behrens.

Lawrence, Mass.—Ben Grad, proprietor of Pentucket Clothing Store, Haverhill, opened branch store here with name of Standard Clothing Company, under management of Elton T. Norris. A complete line of men's and boys' clothing will be carried.

Nashville, Tenn.—James O. Boone Clothing Company Opens Second Local Store Within a Short Time.—The second store within a few months after their entrance into Nashville is the history of the growth of the business of the James O. Boone Clothing Company, who have opened a branch at 412 Broadway.

Bugland Theatrical Note—"Walking the ties."—Chicago News.

TO REDUCE THE COST OF LIVING.

A GIGANTIC department store, with $5,000,000 capitalization, which, it is stated, will be the largest retail business house in western America, is to be opened on the site of the present Westlake Public Market, Seattle, Wash., by the working men and women of that city within sixty days. Final negotiations, which have been pending since Jan. 20, have been closed, the incorporators having leased the Westlake Market property and obtained an option for outright purchase, and having bought complete the stock of one of the largest local department stores.

Co-operation is the basic principle upon which the business is founded. The incorporators procured the unanimous indorsement of all the labor unions of Seattle, getting from them certain assurance of their backing before advancing their plans to the present finished state.

The idea is that of two Pittsburg specialists in business organization and promotion of great enterprises, L. C. Getsinger and H. C. Estep. Seattle was chosen as the most promising of all American cities, because the cost of living here is greater than in any other city in the United States.

The two specialists in co-operative organization began work when a local outcry against exorbitant charges for necessities of life reached proportions that interested every householder in Seattle. Mr. Getsinger appeared before meetings of the Central Labor Council and the Building Trades Assembly, the parent organizations of practically all Seattle's 22,000 union working people, and submitted a plan to reduce their cost of living greatly and provide more employment for them at one stroke.

The plan was to establish a store with departments in which would be found every necessity of life, and luxuries as well, using working people's money as its capital and making the scheme of operation such that every working person in Seattle, no matter how meager his means, could be a partner in the business. The ownership of stock must be in the hands of the common people, and such ownership must be restricted to a small, limited number of shares. In this way, there would be some 20,000 or 30,000 partners in the business, participants in profit sharing and, therefore, interested enough to make it certain their own trade would go to the store. This, the promoters hold, is the guarantee that the store will succeed. They will open for business with 20,000 customers already won.

With their undertaking advanced to a point where it had a working basis, the business was organized under the title of the Equity Co-operative Company, with an authorized capital of $5,000,000.

Baseball Term—"One out!"—Chicago News.

New York, N. Y.—"Philips" Formally Opens New Store.—Philip Liberman, trading under the style of "Philips," opened his new store at 205 Broadway May 29, where he will carry a line of clothing and furnishings. The new store measures about 100 feet deep by about 25 feet front, and on one side the entire length is used for furnishings and the other for clothing, which is stored in wall cabinets. The rear of the store will be used for a busheling department. For the opening week "Philips" sold $18 suits at $10 and $25 suits at $15. Philip Liberman operates other stores in New York and Brooklyn, those under his management being his share of the stores assigned to him under the dissolution agreement of the firm of Liberman Bros., who formerly conducted a chain of stores in this borough and in Brooklyn. In March of this year Philip Isaac and Meyer Liberman dissolved partnership, each taking by agreement a portion of the business.

Little Pollie, taken to school for the first time, passed a naive judgment upon school ventilation. She looked eagerly around the assembly room and tugged at her mother's skirts.

"Mama, mama, where's the ephalunt?"

"There's no elephant here, dear. This is not a circus."

"Oh, yes, there is," cried Pollie, sniffing the air, "I 'mell him."

STORE IMPROVEMENT AND ENLARGEMENT

Philadelphia, Pa.—Lit Bros. Open New Subway Store.—Lit Bros.' new Subway store is now open.

Dubuque, Ia.—Fuhrmann Bros., clothing, have made alterations and improvements in their store.

Bridgeport, Neb.—LeBranc Bros., clothing and furnishings, will move to a new building which is to be erected.

Sturgeon Bay, Wis.—C. Greisen, clothing, dry goods, etc., will build an addition to his store for his clothing department.

Atlanta, Ga.—Globe Clothing Store Being Improved.—Improvements are being made at the Broad street entrance to the Globe Clothing Company's store.

Philadelphia, Pa.—Pedrick & Hutchinson, men's furnishings, 2949 Frankford avenue, have removed the front of their store and put in a new bulk window.

Barnard, Kan.—Work Started on New Clothing Store.—Work has been started on the store building to be occupied by the Wiberg Clothing Company. It will be 26x36, one story high, of brick and stone.

Portland, Me.—The Talbot Company Improving Its New Store.—The Talbot Company, which recently bought Clark's business, has installed a new front to the store and is completely remodeling the interior of the building.

Davenport, Ia.—Silberstein Bros. to Remodel.—Silberstein Bros., recently reported as going to move, have changed their plans and will not do so. They announce that they have signed a lease for five years and that the building they occupy will be remodeled.

Jacksonville, Fla.—**MacDonell Clothing Company to Improve Interior of Store.**—The MacDonell Clothing Company will make extensive improvements in its store at the corner of Bay and Main streets. The show windows will be entirely remodeled and other changes made.

Binghamton, N. Y.—**Excelsior Clothing Company Sale to Be Followed by Store Alterations.**—The Excelsior Clothing Company, 103-105 Collier street, says it has turned its stock over to the Continental Special Sale Company of New York, and after a sale there will be extensive store alterations and changes.

De Kalb, Ill.—Work Started on Remodeling Anderson Bros. Store.—Work has been started by Anderson Bros., clothing and furnishings, on the remodeling of their store building. The old Hopkins block, next to their present place of business, was recently acquired for a term of ten years, whereby the present quarters of Anderson Bros. and the Hopkins block will be thrown into one big double store, giving Anderson Bros. a total floor space of 14,700 square feet.

Terre Haute, Ind.—Carl Wolf Leases New Wabash Avenue Location.—Carl Wolf, clothing and furnishings, 423 Wabash avenue, has leased for five years the store at 629 Wabash avenue. The store will be extended south to the alley, a new front put in and the room remodeled for occupancy some time in June or July.

Taylor, Tex.—Sturgis-Goldstein Company Has Formal Opening.—The new men's clothing store of the Sturgis-Goldstein Company, which had been moved from the old quarters, has been opened to the public. The store is handsomely fitted up with modern fixtures. The old clothing department of this store is to be used for women's ready-to-wear stock, and other changes will be made.

Grandville, Mich.—Building for New Department Store Nearing Completion.—The erection of the large two-story brick store which will be occupied by the Grandville Mercantile Company, which, as before noted, is a consolidation of a number of leading retail stores, is nearly completed and the building will be ready for occupancy July 1. About $10,000 worth of stock will be carried by the store.

Charlotte, N. C.—New Building of Belk Bros. Completed.—Belk Bros., operating department store, have completed their new building on East Trade street. The building has all modern conveniences of the up-to-date department store. Belk Bros. will retain the building they occupy at present and will use the new store as well. This will give them 40,000 square feet of floor space in addition to what they already use.

Charlotte, N. C.—Ed. Mellon Company Completes Improvements.—The Ed. Mellon Company, clothing, furnishings, etc., has completed the work of overhauling the second floor of its building and installing an electric elevator, and has established a complete juvenile department upstairs. More salesmen have been added to the force and the company is extensively advertising its new department. John M. Craig is the manager of the company.

St. Louis, Mo.—Reported Schmitz & Schroeder Company Lease Washington Avenue Property at $30,000 a Year.—The building, 54 by 150 feet, at the southeast corner of Eighth street and Washington avenue has been leased for twelve years by the Schmitz & Schroeder Company, clothing. The lease began March 1, 1911, at $30,000 a year, it is stated. The building has a frontage of 54 feet on Washington by a depth of 150 feet on Eighth, through to St. Charles street, and is seven stories high above the basement. The total floor space is 70,000 square feet, just double the total capacity of the Schmitz & Schroeder store at Sixth and St. Charles streets. The lessees will spend about $20,000 on alterations, which will include the remodeling of the entire ground floor. Their clothing factories will be installed in the top floors.

Wichita, Kan.—Globe Clothing Company to Remodel Local Store.—At a recent meeting of the directors and local managers of the Globe Clothing Company it was decided to completely remodel the Wichita store. A new hardwood floor and a heavy beam ceiling will be put in. The shelves and showcases will be rearranged and the company will install more than 40 cabinets for men's furnishings. The company operates five large stores, besides the one in Wichita, having stores at Cherryvale, Weir City, Iola, Pittsburg and Oklahoma City.

Philadelphia, Pa.—Marks Bros. Enlarging Store.—Marks Bros., men's, women's and children's furnishings and dry goods, Jefferson and Ridge avenues, who now occupy a two-story building with about 900 square feet on each floor, will open an additional two-story building of about the same size adjoining their present location, which, when completed, will make this one of the largest stores of its kind in the northwestern section of the city. Marks Bros. have two other stores in thie city, at 5615-17-19 Germantown avenue and 4010 Lancaster avenue.

Albany, N. Y.—John G. Myers Company Buys Two Pieces of Property and Probably Will Enlarge Its Store.—The John G. Myers Company, department store, has purchased two valuable pieces of property. One piece of property is located on North Pearl street, adjoining their building on the south, and the other is on the north side of Maiden lane and connects with the other property which the company owns. It is said to be the intention of the John G. Myers Company to enlarge their present building, and that the enlarged establishment will probably have an entrance from Maiden lane. When the new property is added, this store will be one of the largest department stores in the state of New York.

Chicago, Ill.—Maurice L. Rothschild to Have Shoe Department.—Maurice L. Rothschild, clothing, is planning to open a men's and boys' shoe department as soon as his new State street building is completed. He advertised for a buyer and manager for this new department.

The comet came, the comet saw and the comet went away.—Philadelphia Evening Bulletin.

HAT CHATTER

Buffalo.—Not to cut prices on straws until July 20. See Buffalo Trade Report.

Newark, N. J.—Silberstein, Flexner & Gottlieb, Manufacturers of Hats.—Union officials report that they have settled their difficulties with the union and have agreed to use the union label.

Springfield, Mo.—New Hat Factory and Store.—J. C. Kahan, formerly with Knox & Co. of New York, will operate a hat factory and modern hat store at 323 St. Louis street, where he has taken a long lease. The manufacture of men's silk and opera hats will receive special attention.

Philadelphia, Pa. — Central Hat Company Dissolves.—The Central Hat Company, manufacturers of soft and stiff felt hats, has dissolved. According to an announcement Karp & London, hat jobbers, 36 North Third street, who made up the Central Hat Company, as before noted, have assumed all liabilities. The machinery is being sold in lots to different purchasers.

Baltimore, Md.—Car Strikes Carriage Occupied by M. S. Levy.—M. S. Levy, senior member of the firm of M. S. Levy & Co., straw hat manufacturers, while out driving, had a narrow escape from a serious injury when the carriage in which he was riding was struck by a Madison avenue car at the corner of Wilson street. The vehicle was completely overturned, throwing the occupants into the street. They were uninjured.

New Bedford, Mass.—Frank L. Reilly Hat Store Held Informal Opening.—Owing to the demand for hats for memorial day, the Frank L. Reilly Hat Company, 21 Purchase street, organized last month with a capital of $50,000, May 28, held an informal opening before their building was entirely completed. This is the third store established by the corporation, of which F. L. Reilly of Providence is president. The others are in Providence and Springfield, and seven others are to be opened in New England towns in the course of a few weeks.

New York, N. Y.—Sample Hats of New Material Substituting Straw and Panama to Be Ready Next Week.—H. H. Goessling, representing, in New York, the Boston Thread Company, who has patents pending for a material to be manufactured, which is to be used as a substitute for straw braid and panama in the making of men's and women's hats, stated that he expected to have samples of women's hats ready this week. He stated that as soon as he had perfected the cone-shaped loom on which the men's hats are to be worked he would be ready to show samples of those as well.

St. Louis, Mo.—Stern & Bernd Hat Company Lease Washington Avenue Property for Ten Years at Aggregate Rental of $120,000.—A lease for ten years, with a total rental of about $120,000 for the term, has been announced by the Mortgage Guarantee Company closed by the Stern & Bernd Hat Company, who will occupy the western portion of the Avenue Corner Building, now being constructed at the northwest corner of Washington avenue and Sixteenth street. The company was organized, as noted, on March 15 last, and now has temporary offices at 1005 Washington avenue. It will remove into the new building upon its completion next November.

Danbury, Conn.—Hat Factories a Little Busier—Foreign Hats in American Markets.—Local hat factories are reflecting an improved trade, although conditions still are rather unsatisfactory. The soft hat factories seem to be getting the cream of the business, improvement in their lines being quite marked. Gains are expected in all factories from this time until the rush season. Traveling men who have been on the road as representatives of local factories are reported as having found evidences of not a few European hats in the markets of this country, and they add that some of them are received in the rough and finished in this country. The trade is believed to be large enough to be partly responsible for a rather dull demand for American lines.

(Trade Reports continued from page 96.)

Seattle, Wash.—Weather Slightly Warmer and Men's Clothing in Better Demand.—The weather was slightly warmer last week following the recent spell of rain. Thus far, however, there has been no evidence of real summer weather. Trade has improved gradually during the past few weeks, and is now more satisfactory than at any time since Easter. The resort to cut-price sales which began early in May has not become general, and business is proceeding along normal lines. Men's clothing is in better demand than for several weeks, and merchant tailors also report an improvement in business.

Charlotte, N. C.—Cold Snap Last Week Knocked Bottom Out of Spring Trade, Particularly in Men's Furnishing Stores.—A cold snap the last few days of last week knocked the bottom out of spring trade. Trade for the month of May was decidedly below normal, according to a number of merchants. Up to May, however, business was satisfactory. The weather is not altogether responsible for the poor trade of the last few weeks, however. Charlotte retail and wholesale stores receive a great deal of business from all over the Piedmont section in which most of the cotton mills have been curtailing, some as much as one-third.

Rushing the Season.—New York Evening Telegram.

CINCINNATI TRADE POOR.

VERY disagreeable weather, approaching almost the winter stage, prevailed during all of last week. Retail merchants are making every possible effort to attract the buying public by cut prices on staple goods and are thereby hoping to dispose of their spring stocks and make room for their summer lines.

Dealers in furnishing goods report fairly good sales for shirts, collars and neckwear, and a few calls for lightweight underwear.

Manufacturers of clothing state that their traveling salesmen are sending in frequent orders, but that the volume of business for the week has not been up to their expectations. Gray woolens are still the leaders, with blue serges a close second. In children's clothing the browns still are very popular.

Collections are reported as being much better than last week.

NEW ORLEANS.

Warm Weather Starts Sale of Summer Clothing.

THE warm weather that prevailed last week started a rush on the real summer clothing for men, and linens are now very generally in evidence.

School commencement season opened last week, and a good business in dry goods was done. All the stores are doing a fair trade. One of the big department stores which conducted a challenge sale found it was so successful that it was continued over into this week.

BUSINESS TROUBLES

Knoxville, Tenn.—S. G. Shoemate & Co., clothing.—An involuntary petition has been filed against S. G. Shoemate & Co., clothing. The liabilities are said to be $14,000 and assets about $13,000.

New York, N. Y.—J. Gold & Co., retail clothing, 809 Broadway.—A petition in bankruptcy has been filed against Simon Goldsmith, trading as J. Gold & Co., dealer in clothing and raincoats at 809 Broadway. Liabilities are estimated at $10,000, assets at $3,000.

Charleston, W. Va.—H. A. Hereford & Co., inc., clothing and men's furnishings.—Receiver S. H. Fisher has sold the stock of Hereford & Co. in bulk to Van Praag & Co., auctioneers, of New York for a reputed consideration of $9,000. The liabilities are $12,000, and it is estimated that creditors will receive about 75 cents on the dollar.

Columbus, Ga.—Ft. Valley Yarn and Hosiery Mills.—A petition in involuntary bankruptcy has been filed in Macon against the Fort Valley Yarn and Hosiery Mills by a number of large creditors. The liabilities are believed to be about $60,000, although no schedules have been filed as yet. The concern is at present in the hands of A. C. Riley, receiver.

Providence, R. I.—Joseph Wolf, hosiery and gloves.—Specifications of objection to discharge in bankruptcy of Joseph A. Wolf, in behalf of the Westminster Bank, this city, and of Marshall Field & Co., Chicago, have been filed in the office of the United States District Court. The specifications allege fraudulent acts which are punishable by imprisonment under the National Bankruptcy Act of 1898.

St. Louis, Mo.—Mills & Averill Tailoring Company.—The schedules of the Mills & Averill Tailoring Company, filed in the previously noted involuntary bankruptcy proceedings, show liabilities of $41,696, all unsecured, and assets of $14,492, consisting of cash on hand, $101; patents, copyrights and trademarks, $100; debts due on open accounts, $6,400; stock in trade, $6,371; stocks, etc., $1,520.

Newark, N. J.—Clinton H. Smith & Co., shirt manufacturers, 77 Orange street.—Upon the application of three creditors, Vice-Chancellor Emery has appointed Spencer S. Marsh, cashier of the North Wark Bank, receiver for Clinton H. Smith & Co., shirt manufacturers. The liabilities are said to total $9,000, while the assets are estimated at $3,000. About $7,000 of the liabilities are said to be due for work, labor and services rendered and rent.

El Paso, Tex.—Isaac M. Goodman, clothing and dry goods.—An involuntary petition in bankruptcy has been filed against Goodman. In February last Goodman offered to give his creditors notes in 12 equal monthly installments, dating from March 15, for their claims; or if that was not acceptable, to pay them 50 cents on the dollar, cash. His liabilities were at that time $14,000, and stock and fixtures inventoried at $17,000. It is said that a majority of the creditors accepted the 50-cent proposition, but a number refused.

Philadelphia, Pa.—Frank B. Birch & Son, woolen and worsted yarns.—Frank B. Birch and Arthur B. Birch, trading as Frank B. Birch & Son, yarns, of Jasper and Adams streets, have been adjudged voluntary bankrupts in the United States District Court. In February, 1909, creditors were said to have agreed to give the firm an extension on its indebtedness, which was stated at that time to be about $240,000, with assets of $150,000. According to the petition, the liabilities of Frank B. Birch & Son are $105,900, chiefly unsecured, and the assets $32,000, consisting of machinery, $30,000; debts due on open account, $1,500. The principal creditor is stated to be Susannah Birch of Fort Washington, Pa., for $98,000 for money loaned and goods sold from 1904 to 1906. Alfred Driver was appointed referee. J. L. Wetherill, the attorney for the bankrupts, declared that the filing of the petition was due to the number of suits entered against them.

Oil City, Pa.—Samuel W. McCurn, clothing, etc.—McCurn, who was petitioned into bankruptcy recently, has scheduled total liabilities of $127,169, consisting of taxes due, $56; wages, $45; other debts, preferred, $100; secured claims, $48,250; unsecured claims, $61,566; notes which ought to be paid by others, $3,701, and accommodation paper, $13,450. The assets are placed at $99,502, consisting of real estate, $54,000; cash on hand, $187; stock in trade, $39,342; jewelry, $25; debts due on open accounts, $4,784; unliquidated claims, $658, and money on deposit, $4.

In Germany.—St. Louis Post-Despatch.

Chicago, Ill.—Arons & Arons, men's furnishings, 149 Clark street and Madison and La Salle streets.—A petition in involuntary bankruptcy has been filed against Louis Arons, trading as Arons & Arons. The liabilities are placed at $11,000 and the stock in the two stores is estimated by the creditors to be worth $8,000, although Arons claims it to be worth only $6,500. The fixtures are valued at $4,000. Arons, as reported recently, arranged with creditors of W. C. Clingen to take over the store at La Salle and Madison streets. William F. Zibell was appointed receiver.

Fresno, Cal.—George Bros., clothing, tailors, hats and men's furnishings.—Practically all of the creditors of George Bros. have agreed to give the firm an extension of 12 months on its indebtedness, which amounts to $14,330, while the assets are valued at $29,400. The business was established by four brothers in 1893, two of them subsequently dropping out. Sepoty George, one of the partners, died about six months ago, since which time the business has been conducted by Shadrach George, the surviving partner. The stock of ready-made clothing on hand is now being sold at a sacrifice in order to raise money for the payments.

Fort Collins, Colo.—Tyler-Lowe Mercantile Company, General Dealers.—An involuntary petition in bankruptcy has been filed against the Tyler-Lowe Mercantile Company, which recently turned its assets over to the Denver Adjustment Company, as trustee, for the benefit of creditors. The liabilities are $23,000 with assets of $28,000 in merchandise and $4,500 in book accounts receivable.

Lonoke, Ark.—Lonoke Mercantile Company and Carlisle Mercantile Company.—The Chancery Court has appointed the German National Bank and the Little Rock Trust Company, both of Little Rock, trustees, to take charge of the assets and wind up the business of the Lonoke Mercantile Company and Carlisle Mercantile Company, for which Horace E. Rouse was recently appointed receiver.

Detroit, Mich.—The Henry Blackwell Company, dry goods, cloaks and millinery.—Judge Henry H. Swan, in the United States District Court, has dismissed with costs the bankruptcy petition filed on May 21 against the Henry Blackwell Company, as reported in our last issue. One of the petitioning creditors withdrew its claim from the petition for the reason that it was used through a misunderstanding. In dismissing the bankruptcy petition, Judge Swan held that it was filed without authority and inadvisedly. The company now expects to consummate its two years' extension with creditors and to continue without interruption.

Syracuse, N. Y.—Kearney Bros., retail clothing.—This bankrupt concern is offering 20 per cent, through J. Charles Meldram, attorney. The latter states that the indebtedness of the firm is $32,000 and that the stock has been appraised by the receiver at $3,100, and the accounts due at $250 and the fixtures $150. Mr. Meldram states that Receiver Hodges is not having much success in selling the stock and that the estate, if it goes through administration, will not pay to exceed 10 cents after administration charges and preferred claims have been paid. All of the larger creditors, it is reported, have agreed to take the 20 cents. Kearney Bros. hope to continue business under a reorganization, a well known manufacturer having agreed to give them another start.

Kansas City, Mo.—The Jones Dry Goods Company, with a total indebtedness estimated at about $2,000,000 and assets in the neighborhood of $1,500,000 or 1,600,000, has been placed in the hands of a committee of creditors representing the banking interests. The Jones Dry Goods Company is a corporation conducting a retail business.

The meeting of creditors of the Jones Dry Goods Company, at which the committee was appointed, is said to have followed the recent action of this concern in turning over the bank in its store to a local trust company, the trust company assuming the payment to depositors.

It is said locally that the Jones Dry Goods Company did an annual business of about $4,000,000, but that in the last several months the volume has fallen off considerably. Unseasonable weather generally during the last part of 1909 is said to have left the corpora-

CAUGHT IN THE CURRENT

In 1920—"Curfew shall not ring to-night."—Chicago News.

MACY'S OPEN "PICK-UP" BOOTH.

THE "pick-up" booth recently started experimentally by R. H. Macy & Co., New York, in the Hudson Terminal building, for the convenience of the 100,000 people who daily pass through the building, and whose duties in the lower end of the city prevent their patronizing the uptown department stores, is said to be proving an unqualified success.

The firm in its opening announcement describes the booth as follows:

"In the center of the concourse of the Hudson Terminal Building we have established an order booth which will be open from 8 o'clock in the morning until 6 o'clock in the evening. This booth will be in charge of competent persons who will give you accurate information concerning all the lines of merchandise we carry and will take your orders. They will have catalogues, price lists and our daily advertisements on hand for you to consult. This innovation will prove a great time and trouble saver to those of our customers who live out of town and are employed in the lower part of the city. All orders for goods placed at this booth by 10 a. m. will be filled and the goods ready to be picked up at the booth at half past 3 of the same day. This will permit a man on his way to business in the morning to leave his order at the booth without loss of time, for the various items which his wife or other members of his family may have specified, and find the parcels ready for him to take home when he returns in the evening.

There is no question, however, that if the experiment proves as successful as it promises other booths will follow, and the venture be largely copied here and elsewhere.

Alpena, Mich.—Retail Merchants Organize.—For the better accomplishment of the objects of the retail merchants of Alpena is the object of the Alpena Retail Merchants' Association recently formed with W. E. Hazell, president; E. C. Spens, vice-president; Ira Curtis, secretary, and J. L. Bertrand, secretary.

Troy, N. Y.—Merchants Compel "Bankrupt Clothing Sale" to Move On.—Because of complaints from clothing merchants, the city authorities have stopped "a bankrupt clothing sale" in a River street store. There is a local ordinance which, if enforced, requires transient dealers to pay $75 license for the first week and $25 for the second and then at the rate of $200 a month. Rather than pay this license the proprietors closed up shop.

Detroit, Mich.—The Bulk Sales Law.—The Michigan bulk sales law, which has just been sustained in the United States Supreme Court, as reported, provides that before a merchant sells a stock of goods, except in the ordinary way of trade, he shall inventory his stock and furnish a list of his creditors to the prospective purchaser and that the latter shall give all creditors five days' notice by personal service or registered letter that a deal is pending.

Movement Reported Under Way to Have Cotton Sold by "Net Weight" Expected to Improve Present Method of Handling the Crop.—According to a Boston financial paper a movement is under way among cotton manufacturers on both sides the water to establish uniform calculation of cotton prices according to "net weight" instead of allowing varying amounts for "tare" as at present. This is a matter toward which cotton manufacturers have been working for years. At present the cotton crop is at once the most valuable and the most carelessly handled of all American crops. If cotton were sold according to "net weight," many present abuses would undoubtedly be remedied. Egyptian cotton is to-day sold at "net weight." On American cotton, however, in Liverpool, 6 per cent tare is allowed, which amounts to 30 pounds a bale. American mills generally expect to be allowed about 4½ per cent tare, or 22 to 25 pounds a bale. If a uniform rate of tare could be agreed on, it would be tantamount to calculating cotton at net weight.

New York, N. Y.—Lower Rates for Merchants' Fall Buying Trips and Rates Will Be Announced Shortly.—Having secured from the railroads embraced in the Trunk Line territory a reduced rate for merchants who will visit this city for their fall buying, the Merchants' Association expects to announce the rates in a few days. A series of four dates has been arranged: July 16 to 19, inclusive; August 13 to 16, inclusive; August 27 to 30, inclusive, and September 10 to 13, inclusive, with the usual fifteen-day return limit applying to all tickets. New York, Pennsylvania, New Jersey, Delaware, Maryland, a large part of West Virginia, Virginia north of and on the line of the Chesapeake & Ohio, and the District of Columbia, is a rough geographical description of the states in the Trunk Line territory. The plan inaugurated by the association last season, whereby only one visit to its offices was required to secure validation of the return trip certificate, will again be followed.

COMPETITION BETWEEN MANUFACTURERS AND RETAILERS.

AT the annual meeting of the Birmingham (England) Retail Drapers' and Hosiers' Association, a discussion took place with respect to the manufacturers and wholesale traders entering into competition with the retail traders in the supply of goods to public institutions, and it was strongly urged that in all cases public authorities should be compelled to comply with the requirements of the Local Government Board to advertise for tenders. It was stated that an amicable arrangement had been entered into by which the wholesale houses had undertaken not to supply private individuals, and would only in future recognize persons in trade.

The wholesale houses asked for the co-operation of the retailers in this respect, as on their behalf it was urged that frequently retail dealers had taken in their customers and allowed them to make selections, and when once they had an introduction to the warehouses they abused the privilege and had gone direct, but if the retail traders would discontinue this practice they would keep a very close lookout to prevent any repetition in the future.

A SPECIAL SALESMAN FOR DEMONSTRATION ONLY.

UNDER the caption, "Ask for Mr. Holcombe," McGregor & Co., Newark, announce: "Mr. Holcombe is our 'show you' man. He is a member of the McGregor organization and a salesman competent and well posted. He has a special assignment for Thursday and Friday. He is at your service on those two days. On Thursday and Friday Mr. Holcombe will show McGregor-made clothing for comparison only. Every man in Newark interested in the better kind of clothes is invited to compare McGregor made clothing with the kind sold elsewhere. Mr. Holcombe will 'show you' the garments, try them on you and explain why McGregor made clothing is sold at such reasonable prices. He will not attempt to sell you anything in the McGregor store. These two days have been set apart for the skeptic, the timid and the devotee of the custom tailor. If you have never been in the McGregor store and doubt our ability to give you something better for your money, if annoying salesmanship or the obnoxious turn-over man has made you timid about comparing, or if the magic charm of the custom tailor still holds you within his grasp, the opportunity to compare with freedom is open to you Thursday and Friday, June 2 and 3. Ask for Mr. Holcombe and he will show you."

Secretary C. W. Wry, of the Iowa Retail Clothiers' Association, has written the National Association of Clothing Manufacturers asking if they would favor assisting the retailers with ideas for the organization of a national association of clothing retailers. It was directed that the secretary of the National Association give any help he could along these lines to the Iowa association.

Detroit, Mich.—Postal Resolutions Adopted by Merchants' Association of Michigan.—An important resolution was adopted at the two days' convention of Retail Dealers' and General Merchants' Association of Michigan, held here, disapproving of the adoption of the rural parcels post law and of any reduction in the rates of postage on merchandise. Another resolution passed was one favoring an amendment to the national bankruptcy act, preventing the discharge of a debtor in voluntary bankruptcy where the total indebtedness is less than $750, and requesting that no discharge be granted, on recovery for debts contracted for necessities. Port Huron will be the next meeting place of the Retail Dealers' and General Merchants' Association of Michigan.

AFTER THE AUTOMOBILE ACCIDENT.

Owner (practically uninjured)—"Smart man, my chauffeur. Got down to his work already."—Punch.

CLOTHING FOR THE AIR.

Clothing Worn by Glenn Curtiss on His Recent Successful Flight from Albany to New York.

SHORTLY after the successful flight of Glenn H. Curtiss, in an interview with a representative of this magazine, J. S. Faniulli, the secretary and manager of Mr. Curtiss' affairs, stated that the question of aviation clothing is one which will become of more importance as the development of the aeroplane progresses, but that as far as Mr. Curtiss himself was concerned, the matter had received little, if any, attention.

"Mr. Curtiss," said Mr. Faniulli, "jumps into his machine with whatever clothes he may have on at the time, and very seldom prepares for himself any particular garb. Most of the time he has his ordinary clothing on and makes his flights that way. However, for his last flight from Albany to New York, he did make some preparation to meet the cold in the upper altitudes. His cap was the regulation automobile cap, with which he wore goggles. His coat was made of leather, buttoning tight around the neck, but otherwise of the ordinary type. His shoes were of canvas, laced tight.

"Under his coat," Mr. Faniulli narrated, "Mr. Curtiss wore a llama wool sweater for warmth. It happened to be pleasant weather on Sunday, and he might not have needed it, but it is several degrees cooler up in the air than it is here. Mr. Curtiss also wore English mackintosh featherweight wading pants, furnished by a well-known sporting goods store. They buttoned up high to his chest and extended to his feet. This arrangement was necessary in the event that an involuntary landing be made in water. Mr. Curtiss was comfortable during his entire trip."

"I have seen Mr. Curtiss wear a fur overcoat," continued Mr. Faniulli, "but this was on the occasion of a long flight on a winter's day over the ice. The air is extremely cold when one ascends about a thousand feet, and ample protection against the elements is absolutely necessary. Mr. Curtiss usually wears a life protector."

Mr. Faniulli mentioned the fact that Mr. Curtiss has developed some ideas for a helmet to be worn by aviators, for which the flying machine man claims considerable merit. "There are some features about the helmets," said Mr. Faniulli, "which are admirable, and I am sure that whoever makes them will find in their manufacture a good profit arising from a steady demand. The top of the helmet is provided with a particularly warm cover, and the sides with ear flaps, the whole being made of suitable material."

No credence was given by most manufacturers to the suggestion arising from Curtiss' flight that there might be more demand for aviation clothing than heretofore, as the game

THE ARC DE TRIOMPHE FROM A HEIGHT OF 2,500 FEET.

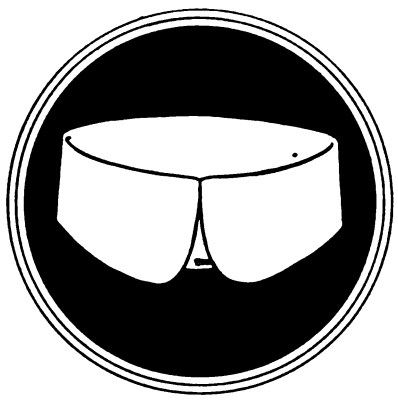
is only in its infancy, it was said by some, and no demand could yet be expected until aviation becomes more of a popular pastime or sport. The point was emphasized, however, that the clothing that will be manufactured in the future for this purpose will have to be of very substantial design and texture, windproof at the wrists and ankles, and warm enough to protect the operator from the chill of high altitudes.

Freeman, Maxfield Company, Cap manufacturers, of 210 Madison Street, Chicago, are busy with orders which keep them all the while on the jump. Their carefulness in Uniform construction, whether Mail carrier, Firemen, Police, Railway or Fraternity Caps, gives them prestige in these lines. The College boys seem to think them the top-notchers in Classy Caps and Automobile headwear.

"If I Should Die To-night" is the title of a booklet issued by the Peters Manufacturing Company, New York and Boston, raincoats, overcoats and top coats, and contains the following argument addressed to the clothing dealer: "'If I should die to-night.' It is an old commonplace saying, 'If all the world were called upon to pay up instantly, all the world would be bankrupt.' That is an academic proposition which doesn't interest you or me. But, if we should die to-night, and our loved ones, our estate, if you prefer, were called upon to pay up at once, are we ready? That is a matter which does interest us. Our estate is holden on the lease. The store rent will have to be paid in full. Our creditors will expect 100 cents on the dollar. Our fixtures may fetch 10 cents on the dollar of what they cost us. What will our stock of merchandise fetch? How about our models, fabrics, sizes, colorings?

"If, in human affairs, a man could forecast the future for six hours (say, for illustration, on the Stock Exchange), he need never sell clothes for a living; yet, you are called upon to guess and gamble, six months in advance, on a season's supply of hazardous goods, subject to rapidly changing fashions and uncertain weather conditions.

"Don't do it! Don't load up at the beginning of each season. Give smaller opening orders, and let me help you to find goods to freshen up your stock, as you need them, during the season. Let me act as your New York agent, working for you on a percentage basis."



THE LATHAM,
One of the new summer styles shown by George P. Ide & Co.

M. Wile & Co. [illegible] have opened a [illegible]

Headquarters Chief in Commodore Quarters. [illegible] theme: Hardware [illegible] recommended [illegible] Philadelphia [illegible] plete [illegible] Philadelphia office.

The two bathing suits [illegible] the arrival [illegible] page of [illegible] manufactured by the Hygeia [illegible] Philadelphia.

Stein-Bloch Salesmen Back from Satisfactory Fall Trips. [illegible] Rochester [illegible] covering [illegible] Wile & Company line.

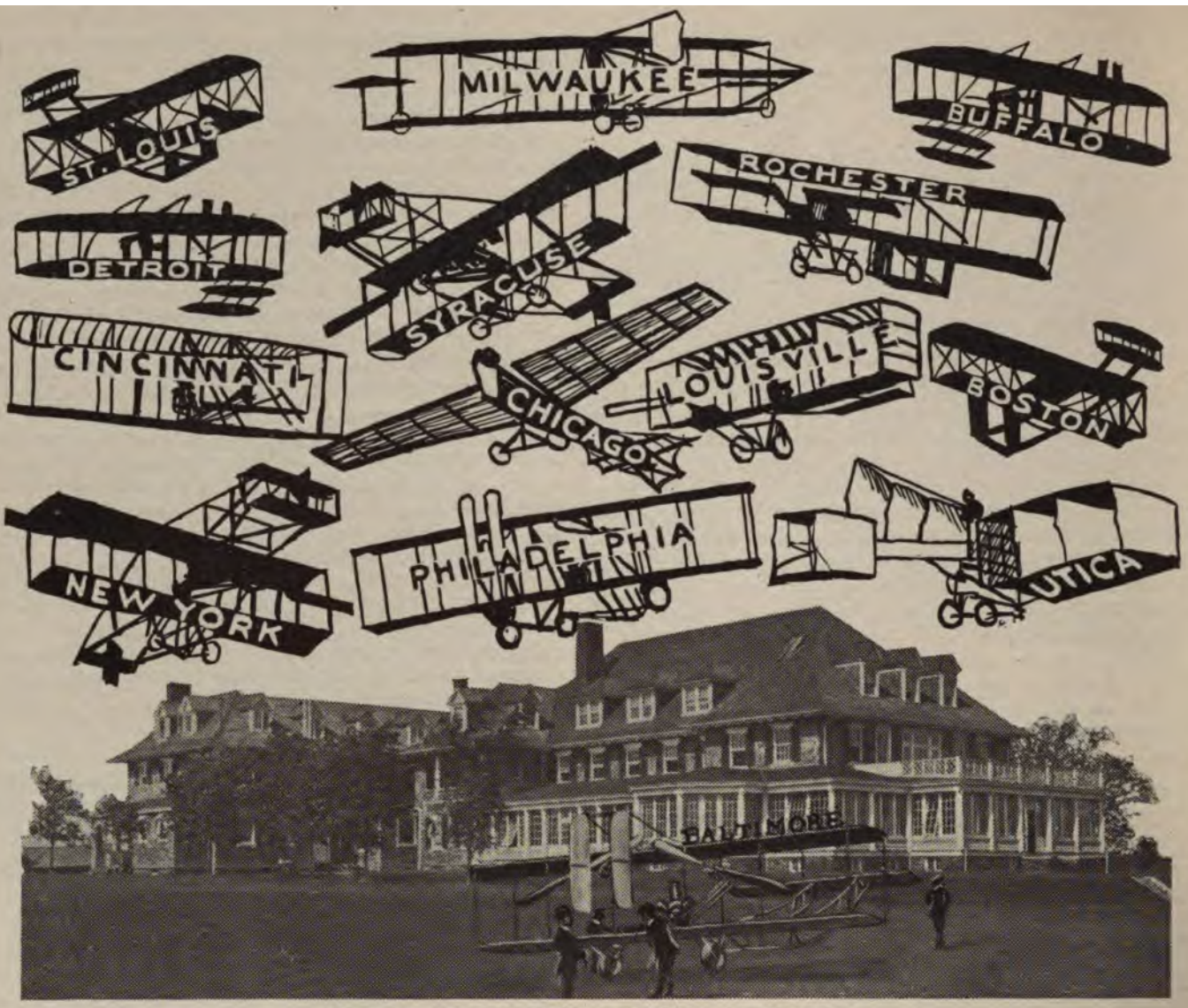
An extensive assortment of cravenettes [illegible] ago [illegible] ago.

A. S. Dimmick has retired from the Justrite Manufacturing Company. [illegible] Marcella [illegible] Justrite Manufacturing Company. [illegible] charge of their growing business.

M. Wile Goes Abroad.—M. Wile of M. Wile & Co. [illegible] Mrs. Wile accompanied him. They will be abroad [illegible] the Wile store the [illegible] clothing manufacturing business are performing [illegible] Handle it during the absence and for the [illegible] aside every thought of business affairs and not have the keen enjoyment of a good long rest.

Van Zandt, Jacobs & Co. [illegible] Angeles. Alfred Mendelson, the manager, reported [illegible] wearing trade. Mr. Mendelson [illegible] Angeles and [illegible] the United States. [illegible] fact that [illegible] the coming [illegible] the season.

Frisbie, Coon & Co.'s New Collar "Frisco" Brand, Reported Very Popular.—Frisbie, Coon & Co. have produced a new [illegible] they call the Alfonso. This [illegible] and is a very good [illegible] wear. There is a [illegible] for the [illegible] The collar [illegible] Mr. Frisbie [illegible] Francisco [illegible] Francisco [illegible] the [illegible] Francisco [illegible] the [illegible] Francisco [illegible] the



ARRIVING AT THE SUBURBAN CLUB, BALTIMORE.

FOURTEENTH ANNUAL CONVENTION, NATIONAL ASSOCIATION OF CLOTHIERS, OPENS AT BALTIMORE.

AS we go to press, the fourteenth annual convention of the National Clothiers' Association is being opened at the Suburban Club, in the suburbs of Baltimore.

With the well-known hospitality of the Baltimore people, this beautifully situated country club has been turned over to the delegates, and as many as the building will hold are being housed and entertained there.

It is understood that the Rochester delegation to the convention will introduce a resolution endorsing the action of the railroads in increasing freight rates, and that an attempt will be made to have the National Association of Clothiers go on record as taking this position. It is said the Boot and Shoe Association will take the same stand.

The first day's business session started at 10 o'clock and extended until 1 o'clock, when luncheon was served. In the afternoon there were automobile and driving trips through the beautiful suburbs nearby, and through the city.

Monday night at 7 o'clock the annual banquet takes place. This too, will be held at the Suburban Club, and the reputation of the club for a splendid cuisine is to be extended to the very limit.

Tuesday morning another business session is planned, to be called at 10 o'clock, and will last probably until 1.

Luncheon will again be served at 1 o'clock, and in the afternoon a trip down the celebrated Chesapeake Bay has been planned.

It is expected that most of the business will be completed on Tuesday, but a short session will be held Wednesday morning. Following this a general trip will be made to the surrounding suburbs in automobiles.

An account of the proceedings of the convention will be printed in the June 22 issue of this magazine.

A few illustrations from June issue of MAN'S BOOK—A Pictorial Digest.
The best of everything from the leading periodicals of the world.

Clipped from "The New Haven Palladium," May 31, 1910.

MAN'S BOOK PUT ON DISPLAY IN A CLOTHING STORE

In the big Church street display of a clothing store, a mammoth placque on which are mounted leaves and individual illustrations from the Man's Book are attracting widespread attention and interest.

A short time ago it was the comet that served as a magnet to rivet attention of the passersby to the Washington building. The subject was handled with great care, and gave detailed information with illustrations of Halley's wanderer. The Man's Book placque is apparently running neck and neck, in fact a little ahead of the former exhibits.

The following information is given about the Man's Book: "It is a magazine to deal with men in their social relationships, their costumes, the appointments of their homes, their participation in sports, and the conduct of their manners as private gentlemen. Its purpose is to amuse, to entertain and to suggest." It is the only magazine of its kind in existence, and judging from the expressions of favorable comment heard near the Washington building entrance, the Man's Book is looked upon as a welcome newcomer, filling a certain niche heretofore vacant on the library table. Among the illustrations displayed are the following:

Two Young Kings, Quo Vadis in Paris, A Beautiful Dancer, The Chief Executive of New York City, The Man of the Hour—Roosevelt, Richest Man in the World, The Girl with the Winning Smile, The Dear Little Girl, Groups of Characters, A Border of Up-to-the-Minute Fashions and the striking cover.

Aside from the contents generally outlined, curious pictures gathered from all parts of the world that will create talk and wonderment will appear from time to time. From cover to cover it is a unique publication full of attraction and spice. This clothing store picks out good subjects for their windows to enhance their displays of stylish and popular wearing apparel for men.

Over the mirrored backs of the windows are draped large American flags, giving the Decoration day touch to the whole display.

—From Berliner Illustrirte Zeitung

PARADE OF NINE ZEPPELIN CRUISERS NEAR BERLIN.

—From Die Woche.

THE EIFFEL TOWER FROM AN AEROPLANE.

FAIRCHILD PUBLISHING CO., 42 East 21st Street, New York

For enclosed $1.00 enter me as a subscriber for MAN'S BOOK for one year beginning with the next number.

NAME.....

STREET..... CITY.....

The Easiest Way
to sell merchandise
will be demonstrated by the exhibitors

AT THE

CHICAGO WEARING APPAREL SHOW

Each demonstrator will be an expert in his particular line. All retail merchants who wish to consult with these experts will be furnished with

Season Passes

for week of July 30th to August 6th by sending names to

NATIONAL TRADE SHOW CO.
317 Rand-McNally Bldg., Chicago

$7.00 TO $16.50

"CLOTHES of QUALITY"

EVERY GARMENT
GUARANTEED
ABSOLUTELY SATISFACTORY

BUYERS WHO GO TO MARKET

are invited to drop off at Buffalo, and inspect the magnificent plant which now houses

"CLOTHES of QUALITY"

Our representatives at our Chicago office, 804 Medinah Building, or our St. Louis office, Columbia Theatre Building, will also be pleased to show the line.

M. WILE & COMPANY
BUFFALO, N.Y.

IF WHAT YOU WANT IS NOT ADVERTISED, THEN ADVERTISE FOR IT

Somewhere around your establishment you doubtless have a show case or two, some window fixtures or other articles of store equipment which you no longer use, but which some other merchant would be glad to purchase from you. Through these columns you can reach that other merchant.

RATES FOR ADVERTISING IN THE CLASSIFIED COLUMNS:

Positions Wanted, two cents a word; minimum charge 50 cents. If inserted in both MEN'S WEAR and the CHICAGO APPAREL GAZETTE, total charge three cents a word. Display ads., $1.50 an inch.

Help wanted and other miscellaneous headings, three cents a word; minimum charge 75 cents. If inserted in both MEN'S WEAR and the CHICAGO APPAREL GAZETTE, five cents a word.

Display advertisements, $2.00 an inch. Remittance must be sent with order, as these amounts are too small to open accounts.

RETAIL POSITION WANTED

WINDOW TRIMMER, CARD WRITER WISHES TO change; men's wear store preferred; good habits; willing to clerk; references furnished. Address BOX 92, Cleveland, N. Y. 6-8-1pm

RETAIL HELP WANTED

WANTED—A SLICK, UP-TO-DATE SALESMAN, FOR A large department store in West Virginia, one who is familiar in handling all classes of people; salary no object to right man. Address 255, care of Fairchild Co., 42 East 21st St., New York. 6-8-1cm

HELP WANTED

CLOTHING SALESMEN WHO WANT TO BETTER their condition, those who seek bigger and better things, can find something they are looking for by addressing E. L. MOON, Station A, Columbus, Ohio. 5-25-15cm

SALESMEN WANTED

WANTED—SALESMEN TO CARRY SIDE LINE BOYS' knee pants and knickerbockers made out of mill ends. Address 108, care of Fairchild Co., 42 E. 21st St., New York. 5-5-tfcob

TRAVELING SALESMEN—MEN EXPERIENCED AS RE-tail clothing salesmen or in taking measurements for men's made-to-measure garments to hold special displays of woolens with our agents and to assist them in booking orders; splendid opportunities for men of ambition; references, age and complete business experience to accompany application. E. WACHTEL, Sales Manager, 833 W. Main St., Louisville, Ky. 5-11-5pb

BECKER, MAYER & CO., YOUNG MEN'S AND CHIL-dren's clothing manufacturers, Chicago, will negotiate with salesmen for Minnesota and North Dakota; only experienced clothing men, well established in territory, need apply. 6-8-1cb

SELL YOUR FRIENDS--They'll Give You Orders IF YOU HAVE THE RIGHT LINE!

Well-known neckwear house is open for resident salesmen to carry Cravats as a *SIDE-LINE* in each of the following cities and vicinity: Boston, Portland, Buffalo, Cincinnati, Cleveland, Indianapolis, St. Louis and all other large centers throughout the U. S. Weight of samples, 10 lbs. Liberal commissions. Communications held in absolute confidence. Address 258, % Fairchild Company, 42 East 21st St., New York. 6-8-1cm

SALESMEN WANTED

THE MONARCH SUSPENDER CO. WILL ENTERTAIN several good men in territories unrepresented to introduce SWITCHBACK SUSPENDERS, as well as a general line; only such who are acquainted with the trade and have sold kindred lines will be entertained; an exceptionally good opportunity offered for Chicago and vicinity; state full particulars in first reply. MONARCH SUSPENDER CO., New York City. 6-8-1cb

SALESMEN TO SELL HIGH-GRADE CLOTHING; ONLY applicants who can actually command trade and furnish best references will be considered. HERSHBERG & CO., Rochester, N. Y. 6-8-2cb

REPRESENTATIVE WANTED FOR SOUTHERN STATES for line of well-advertised young men's high-grade clothing; only men with established and well known in territory need apply. H. M. LINDENTHAL & SONS, Chicago. 6-8-1cb

SALESMAN CALLING ON THE JOBBING TRADE IN THE states can greatly increase their income by offering a new suspender specialty which sells on sight. Address 247, care of Fairchild Co., 42 East 21st St., New York. 6-8-tfcolb

BECKER, MAYER & CO., YOUNG MEN'S AND CHIL-dren's clothing manufacturers, Chicago, will negotiate with salesmen for northern Iowa and South Dakota; only experienced clothing men, well established in territory, need apply. 6-8-1cb

FOR SALE

A STOCK OF CLOTHING, PRACTICALLY NEW GOODS, clean and desirable merchandise; clothing cabinets and display fixtures, all invoicing about $5,000; good reasons for selling. Address P. O. BOX 171, Fort Wayne, Ind. 6-8-2pb

SPLENDID BUSINESS OPPORTUNITY—OLDEST ESTAB-lished, strictly cash business in Stuttgart, wide-awake booming town of 4,000; located in center of rice belt; dry goods, clothing, shoes and furnishings; stock in fine condition; no old goods; January invoice about $20,000; finest new 2-story building in state in course of construction; can be rented or leased: answer quickly, REINSCH MERCANTILE CO., Stuttgart, Ark. 6-8-1pb

A WELL-ESTABLISHED CLOTHING AND FURNISHING business in one of the largest and best cities in Massachusetts: a clean stock, modern store, good lease, best location; good reason for selling. Address 259, care of Fairchild Co., 42 East 21st St., New York City. 6-8-1cm

FIRST-CLASS, UP-TO-DATE CLOTHING, HAT AND men's furnishing goods business on one of the most prominent streets in Cleveland; good room and fixtures; does a fine business, but must sell because of ill health; part payment cash, balance time, with good security. Inquire KLEIN, LICHTENSTADTER & CO., 717 St. Clair Ave., N. W., Cleveland, Ohio. 6-8-2cm

IF WHAT YOU WANT IS NOT ADVERTISED, THEN ADVERTISE FOR IT

FOR SALE

FOR SALE—An up-to-date clothing store in southern Indiana; well established business, healthy in every respect, owner included; store equipped with Grand Rapids clothing cabinets; stock is reasonably clean and will invoice between $10,000 and $12,000; will sell at cost; only reason for selling is that owner wants to go into a manufacturing business; this store has been, and is, making money for the past eight years. Address J. F. S., care of Fairchild Company, 42 East 21st street, New York City, N. Y. 6-8-1cm

AN EXCLUSIVE MEN'S WEAR STORE OF ESTABlished reputation located in the best clothing street of the fastest growing industrial city in the South; population 125,000; store modern, one price, good lease, clean stock; goods and fixtures will invoice about twenty-five to thirty thousand dollars; terms cash, one hundred cents on the dollar; good reasons for selling; a splendid opportunity for a live, hustling man. Address 260, care of Fairchild Co., 42 East 21st St., New York City. 6-8-1cb

CLOTHING, HAT AND FURNISHING BUSINESS IN GOOD manufacturing Massachusetts town of 33,000; stock and fixtures less than 15 months old and will invoice about $7,000; will sell for cash only; reason for selling, owner desires to go into another business. Address GREAT CHANCE, care of Fairchild Co., 42 East 21st St., New York City. 6-8-1cm

UP-TO-DATE MEN'S CLOTHING, SHOES, HATS AND furnishing business; invoice about $10,000; corner room; rent $1,000 a year, light and heat furnished; established eight years. Address 254, care of Fairchild Co., 42 East 21st St., New York. 6-8-1cm

UP-TO-DATE SHOE AND MEN'S FURNISHING STORE in an anthracite coal city of 25,000 population, with suburbs of 30,000; this shop is situated in the best location in the city; has been established for over ten years and is now doing over $22,000 a year; stock and fixtures clean and up to date; will sell now or July first, when stock and fixtures will invoice about $6,000; good reason for selling. Address 256, care of Fairchild Co., 42 East 21st St., New York. 6-8-1pm

FOR RENT

STOREROOM TO LET IN LARGEST TOWN IN WEST Virginia—one of the best locations for men or ladies' clothing and furnishings—can be had in Wheeling, W. Va., 150,000 inhabitants in city and within a radius of 5 to 8 miles, all connected by trolleys and trolleys covering states surrounding country territory; lessee must buy part or all of new fixtures; possession can be given any time between now and August 15. Apply MAX, care of Fairchild Co., 42 East 21st St., New York City. 6-8-1cb

BUSINESS OPPORTUNITIES

A SUCCESSFUL BUSINESS ESTABLISHED IN CHICAGO ten years ago is increasing its capital; the business is wholesale jewelry and novelties sold to clothing and furnishing goods trade; exceptional and exclusive novelties are the property of this house; salesmen with a small amount of capital can make profitable investment and own a share of the business; no stock for sale except to salesmen who will be actually associated with the enterprise. Address F 525, care of Fairchild Company, Chicago, Ill. 6-8-2cb

LINE WANTED

THREE WELL EXPERIENCED FURNISHING MEN commanding a very liberal trade, opening a commission agency in Pittsburg, would like to secure a well-known and popular-priced line of shirts, hosiery and underwear for that city and adjacent territory. Address 257, care of Fairchild Co., 42 East 21st St., New York. 6-8-2pm

MISCELLANEOUS

RETAIL MERCHANTS, NO MATTER WHERE LOCATED

Are You Interested In A Special Sale?

Our specialty is reducing and closing out stocks of merchandise throughout the country through our new plan of advertising and special sales system which is entirely out of the ordinary and especially arranged for each individual sale. This is why we are more successful than the merchant himself in disposing of his merchandise or building up his business in general. Our plan of advertising has a drawing power, with a small expense, which you set and regulate, as well as the prices on your merchandise. With the assistance of one of our thoroughly experienced expert managers we can conduct a successful sale for you. Therefore, by reason of unvaried success we are able to refer you, by special permission, to Chicago wholesale houses such as Wilson Bros., Miller-Watt & Co., Cluett, Peabody & Co., Keith Bros. & Co., also retail merchants for whom we have conducted sales. Write for terms; give estimate on size of stock. **The old Reliable Company with its Real name that is known in every state in the Union as being the right company to do business with. C. N. HARPER & CO., 218 LaSalle St., Chicago, Ill.** (Incorporated) 6-8-tfeb

---

WE ARE THE LARGEST CASH BUYERS OF

ENTIRE OR SURPLUS STOCKS OF MERCHANDISE

of every description in the United States. Goods taken on consignment. Short term leases taken off your hands. Are you going out of business? Communicate with us. Established 1889.

VAN PRAAG & CO., 11 Lispenard St., - - NEW YORK
3-9-tfcm

CLOTHING MERCHANTS

NOTE THIS: Are you overstocked? Has business been disappointing this Spring? We close out or reduce clothing stocks quickly and profitably for you by means of personally conducted Special Sales, which are Money Makers as well as Money Getters. Specialists for more than Twenty Years with an untarnished reputation. What else do you want to know? Write today for terms, stating value of stock, size of your store, and dates preferred.

OHIO SALES CO., 202 West Fifth St., Cincinnati, O.
6-8-1cm

Surplus Stocks---Entire Stocks Bought for Cash

Merchandise of every description—such as **Clothing, Men's Furnishings, Shoes, Hats,** etc.

Phone or Write to **SINGER** 582 Broadway and 21 Throop Ave.

BROOKLYN, N. Y. Phone 4241 Wmsburg
11-10tfcm

ATTRACTIVE SHOW CARDS

and Price Tickets are being shipped daily by Mail and Express to Men's Wear Merchants all over the "States" by the

BROOKLYN SHOW CARD CO.

330 Flatbush Ave. Brooklyn, N. Y.

High class Novelty, Air Brushed, designed and plain work at ridiculously low prices. Send for Price list. **"IT WILL PAY YOU TO KNOW US"**
4-6-tfpm

ENTIRE OR SURPLUS STOCKS

I BUY FOR CASH

Merchandise of all kinds. No lot too small for my attention. None too large for my facilities, especially Clothing, Gents' Furnishings and Hats

Frank Kupferberg

JOBS OF ALL KINDS

40 LISPENARD ST. **Telephone 2144 Franklin** **NEW YORK CITY**
3-9-tfcm

ATTENTION, MERCHANTS!!

Who want to make money surely, quickly and honestly.

S. J. STEINHART

The World's Greatest Sale Conductor

The only sales conductor who conducts his own sales in person. I will guarantee you 50% more money and at 40% less expense than any other concern following this line of business. 7,000 of the best concerns in the country will testify to my clean-cut methods and crowd-bringing abilities. I can positively put you on a sale that will convert your stock into cash at a profit and benefit your future business. The only sales conductor in the world who conducts all his own sales in person. Write today for a date. All information without obligating yourself.

S. J. STEINHART

Room 846 Stock Exchange Building, Chicago, Illinois
4 6-tfcm

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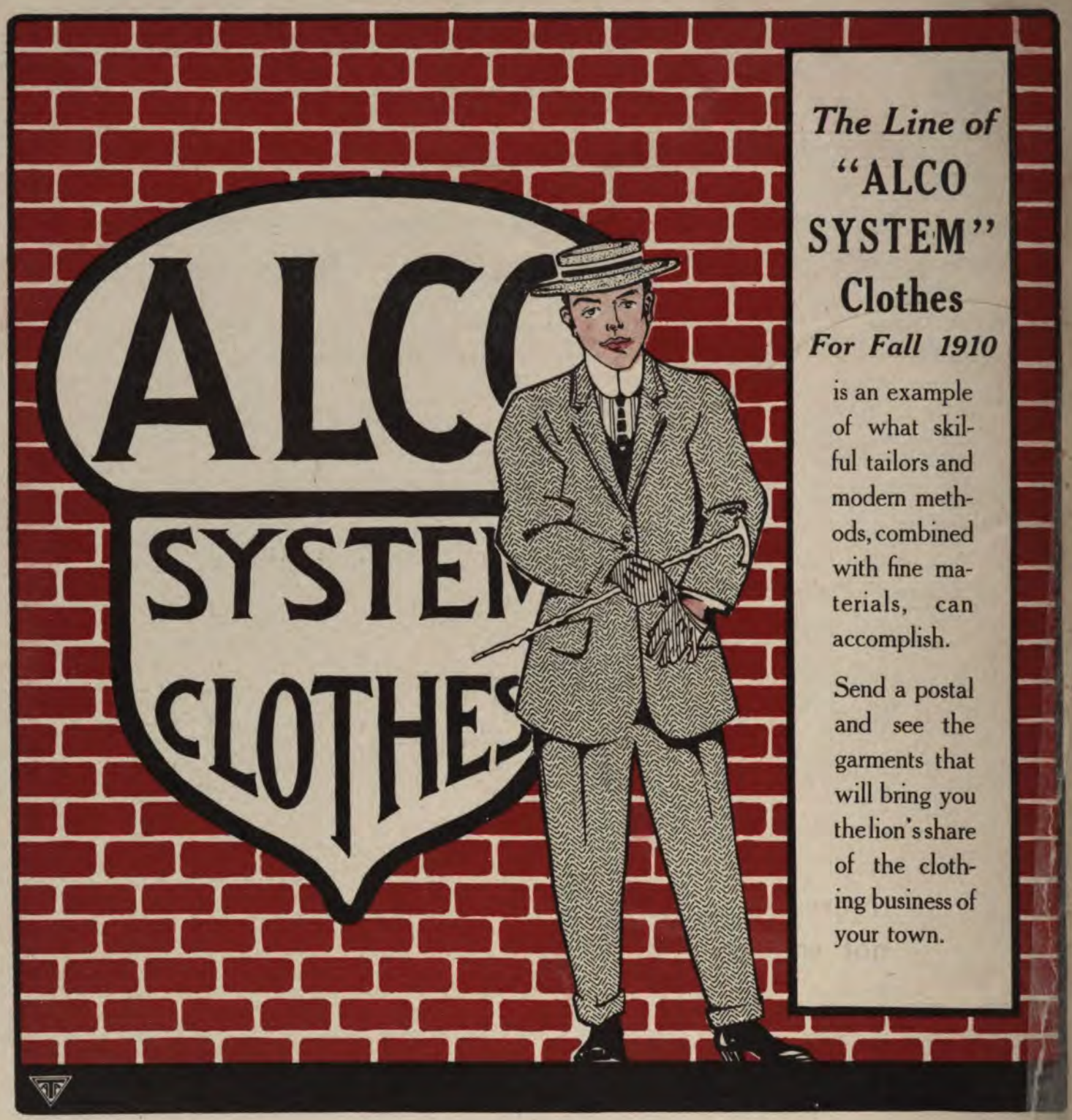

The Line of

"ALCO SYSTEM" Clothes

For Fall 1910

is an example of what skilful tailors and modern methods, combined with fine materials, can accomplish.

Send a postal and see the garments that will bring you the lion's share of the clothing business of your town.

ARNOLD, LOUCHHEIM & CO.

Makers of "ALCO SYSTEM" CLOTHES

Eleventh, Wood and Carlton Sts.

CHICAGO, ILL. PHILADELPHIA, PA. ST. LOUIS, MO.

810 Broadway, NEW YORK

THE NEW YORK
PUBLIC LIBRARY

MEN'S WEAR

THE RETAILERS' NEWSPAPER

JUNE 22, 1910

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FAIRCHILD COMPANY

Volume 29 Number 4

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PRICE 15 CENTS

ONE OF THE MILLIONS WHO READ CLOTHES ADS.

the other day, decided to purchase an Adler-Rochester suit.

He went to one of the clothing stores in his town and made known his want.

The dealer told him that he had never heard of Adler-Rochester Clothes. So the ready-to-buy customer wrote us.

We investigated.

That dealer's credit had been reduced twice in the past three years.

The store was simply behind the times.

ADLER-ROCHESTER CLOTHES

In another Western city, about four years ago, two clerks started a store.

Their first stock consisted of a few suits of our clothes.

Now, they're selling upwards of $10,000 worth of Adler-Rochester clothes each season.

There's a lesson in this for you, Mr. Retailer.

If the Adler-Rochester line is a stranger in your town, better get acquainted.

The opportunity of today will be greater next season. But then it may not be yours.

It's wisdom, therefore, to write today.

Sample garments, swatches, etc., sent on request.

L. Adler, Bros. & Co.

Makers of

Adler-Rochester Clothes

Rochester, N. Y.

Boston
Oak Hall Bldg.

Chicago
77 Jackson Blvd.

We Sell to Successful Retailers Only

Advertising experts will tell you that in order to plan a successful campaign you must back up your advertising with "the Real Goods." Advertising alone will create a demand of but short duration when applied to inferior merchandise.

Any retail clothier who wants a line of Men's and Young Men's Clothing to sell under his own label, one that will build business and establish his reputation as a giver of great values, will be interested in our proposition.

WRITE FOR IT TODAY—NOW

BARRON, THOMPSON & ANDERSON CO.

BOSTON

It pays to handle the best advertised goods

PRIZE WINNING STORIES

COSMOPOLITAN MAGAZINE, through its advertising department, is paying $2 each for little stories such as are printed below. Try your hand. We made the first announcement of this last month and a great many stories have been received. We print a few here and will print others later—according to merit. Meantime let us have yours. We pay $2 for any that we use—address Advertising Manager, COSMOPOLITAN MAGAZINE, Index Dept., 1789 Broadway, New York City.

* * * * * *

"ABOUT a year ago—I needed collars, and being in East Jackson Boulevard, Chicago, where the haber-dashers foregather, I went into the nearest store and asked for Arrow brand. The clerk frankly told me that they did not carry them. Out I went and in again at the next door. 'No Cluett-Peabody's,' said the clerk, 'but we have the ——— brand—they don't advertise—they put all the money in the collar.'

"'That explanation might go all right with some, but I am an advertising man myself,' I replied. 'Then I am up against it,' said the clerk, smiling. His good nature and complete surrender won me and I thereupon went against these unknown collars to the extent of one box. And here's the sequel—I never had a dozen collars melt and wear out so fast. When next I bought collars they were Arrows, which may not be so good as the kind that are not advertised, but they last longer."—W. A. M.

From the June Cosmopolitan.

ARROW COLLARS

are not only the best 15¢ collars but the best Advertised —

Put in the Line You do not have to Push

CLUETT, PEABODY & CO. *Makers*

You Ought to Know

that the most desirable trade of your town is that of the young man. You ought to know that by catering to his wants you create for your store an enviable prestige of being progressive and up-to-date.

You ought to know that THE L SYSTEM Clothes will prove the most potent factor in attracting the young men of your city to your store.

You ought to know that the exclusiveness of our styles and fabrics appeal strongly to the spirit of youth. You ought to know that after you have sold one suit of THE L SYSTEM Clothes, you begin to feel the effects of the best advertising a store can have—a pleased and satisfied customer.

You ought to know that now is the time to investigate.

We want to know if you are interested in attracting the trade of the young men

H. M. Lindenthal & Sons

Style Originators

Chicago New York Boston

"EFF-EFF"
FASHIONABLE CLOTHES
The Eichheimer Fishel Co.
Makers. New York.

Always good, but never so good as now.
The best-made Clothes in America

THE KEYNOTE OF YOUR BUSINESS is sounded by the merchandise you sell.

¶ Your ***finest line*** ought to be your ***leading line.*** Right Clothes give a store ***prestige,*** and ***draw for the entire stock.***

¶ "EFF-EFF" Clothes will ***attract,*** and ***hold,*** the better trade in any town. They will open this channel to your store—and keep it open. Because they have the ***quality*** and ***refinement*** that men of good taste require in their clothes.

¶ "EFF-EFF" Fine Suits and Overcoats ought to be "among those present" when you open your Fall and Winter lines.

Distinctively styled; perfect fitting; correct without corrections.

The Eichheimer Fishel Company

746-748-750 Broadway, New York

A few of the leading models for Spring, 1910.

Society Brand Clothes

For Young Men

We aim to make Society Brand Clothes as far ahead of other clothes in ultra fashion and fine tailoring as the automobile is ahead of the horse and carriage in speed and general utility. Yet we aim to keep them tasteful, becoming to Young Men, and every detail in perfect harmony. We aim to make them to "stand up" under all conditions and of such quality and character that a tailor could not begin to duplicate them.

Our Fall models—for class and choice of fabrics—we believe, cannot fail in impelling the admiration of every Young Man.

If you are not familiar with the distinct character of Society Brand Clothes for Young Men, you will have a good opportunity to acquaint yourself with them at our exhibit at the Wearing Apparel and Fashion Show, July 30 to Aug. 6, 1910—the Coliseum, Chicago

Made in Chicago by

Alfred Decker & Cohn

We Are Specialists On Boys' Suits

to retail at $3.50, $4.00, $5.00, $6.00 and $7.50.

The best line of
Workmanship—
Fit—Style and
Trimmings.

Do you care to investigate?

PHIL. WALCOFF & CO.

MAKERS OF YOUTHS'
AND BOYS' CLOTHES

632 and 634 Broadway, New York City

HERE are Special Summer Suits for Riding, Motor Cycling, Camping and rough outdoor wear, made of Khaki, Polo Cloth, Corduroy, Gabardine or Moleskins.

¶ You have calls for this class of goods nearly every day; let us help you take care of the business, don't let it get away from you.

¶ When you come to market, come in and get acquainted with the many things we make. It will do you good to see how well we can serve you in ways you may never have thought of.

¶ Our Rainproofed Storm-Collar Overcoats is a line that you can make a big success with. Our Kenyon Special Men's Suits to retail at $15 is another line on which we are specializing—much to your advantage. Come in and see these things.

C. Kenyon Company

SALESROOMS

23 Union Square - New York, N. Y.
200 Jackson Blvd. - - Chicago, Ill.
611 Washington St. - Boston, Mass.
132 Sansome St. - San Francisco, Cal.

"It is a condition and not a theory which confronts us."

Grover Cleveland.

We know that there has been quite some comment upon our advertisements which appeared in the last few issues of this paper and the consensus of opinion among merchants is to the effect that we have not been vaguely theorizing, but that we have been stating plain unvarnished facts as to certain conditions existing in the clothing industry.

It has come to our ears that in certain quarters it has been said, "O it is an easy thing to talk about things, but do these people really live up to their various statements?"

Our answer is:

It does not cost anything

for any retailer anywhere to find out whether or not we live up to what we say, for the reason that we are at all times willing to send sample garments of our different grades, express prepaid. We are always glad to have our garments compared with others, even when the others are priced Two to Three Dollars higher.

The greatest demand of the day

Character Clothes
REGISTERED TRADE MARK
J. Cohen Son & Co
MAKERS, N.Y.

is for high-grade clothing at popular prices, and we say without fear of contradiction, that **"Character Clothes"** is the best line of popular priced high-grade clothing in America. Write us for samples express prepaid.

JACOB COHEN, SONS & CO.

Our Claim for the superior merit of "Character Clothes" rests upon the fact that they are made in our own modern plant on the premises, under personal supervision.

High-Grade Clothes at Popular Prices

The Factory Behind the Garments

35-37-39 Bond St., New York

ISSUED BY AUTHORITY OF THE UNITED GARMENT WORKERS OF AMERICA — GENERAL EXECUTIVE BOARD — APRIL 1891 — REGISTERED — 7041144 — UNION MADE

General Notice

IN view of the artistic excellence of the newspaper cuts which we produce for the use of our customers, it seems necessary to notify merchants, manufacturers, newspapers, advertising agents, and commercial artists, that all our cuts are copyrighted and bear our imprint. It is illegal to remove the copyright line; or to use the cuts without our permission, either with or without the imprint; or to reproduce the cuts. We quote from section 25 of the copyright law of the United States:

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(*a*) To an injunction restraining such infringement;

(*b*) To pay to the copyright proprietor such damages as the copyright proprietor may have suffered due to the infringement, as well as all the profits which the infringer shall have made from such infringement * * * ."

We give notice that misuse of our cuts will be investigated and infringements will be prosecuted.

Hart Schaffner & Marx

Good Clothes Makers

Chicago Boston New York

The

Autumn and Winter 1910-11 Display

of

"Brandegee Kincaid & Co. Clothes"

AN ASSORTMENT OF STUNNING CONCEITS

Even in these days, when there are many cleverly designed and expertly tailored brands on the market, our College Chap Models are imposing specimens of modern clothes making.

The College Chap
The College Chap, Jr.
The College Chap, Sr.

They are designed and built for young men who usually patronize a custom tailor. If you will investigate their merits you will find they offer great possibilities for interesting the most desirable class of patronage.

A postal expressing your desire to look will not obligate you.
During the Blue Serge season we will be in shape to duplicate orders.

Brandegee, Kincaid & Co.

MAKERS OF MODERN CLOTHES
TAILOR SHOPS AT UTICA, NEW YORK

NEW YORK OFFICE
32 Union Square

CHICAGO OFFICE
238 Franklin St.

AUTO GREAT COATS FOR THE OWNER OF THE CAR

MODELS (IN A WIDE VARIETY OF FABRICS)—OUR OWN INDIVIDUALITY AND FOREIGN MODELS TO MEET EVERY DISCRIMINATING WANT

A VERY COMPLETE AND DIVERSIFIED LINE OF BEST STANDARD QUALITY

Chauffeurs' Suits and Chauffeurs' Protector Coats

CORRECT MODELS AND SPECIAL FABRICS

IN ALL WEIGHTS (CRAVENETTED), POPULAR PRICES, AND UPWARD

SPECIAL PREPARATION TO FILL ORDERS NOW FOR

Auto Dusters

ROSEBERRY, GABARDINE, CRAVENETTE RAINCOATS AND RUBBERIZED COATS FOR YOUR AUTOIST AND TOURIST NEEDS

WE ARE PAST MASTERS IN DESIGNING AND MAKING THE ABOVE LINES, KNOWING HOW WE HAVE BUILT A STANDARD OF CLASS

WE FEATURE

RIDING BREECHES
STABLE SUITS
LIVERY GARMENTS
OVERCOATS AND RAINCOATS
MEN'S AND YOUNG MEN'S SUITS
FULL DRESS SUITS
FANCY VESTS
SMOKING JACKETS
AND ROBES

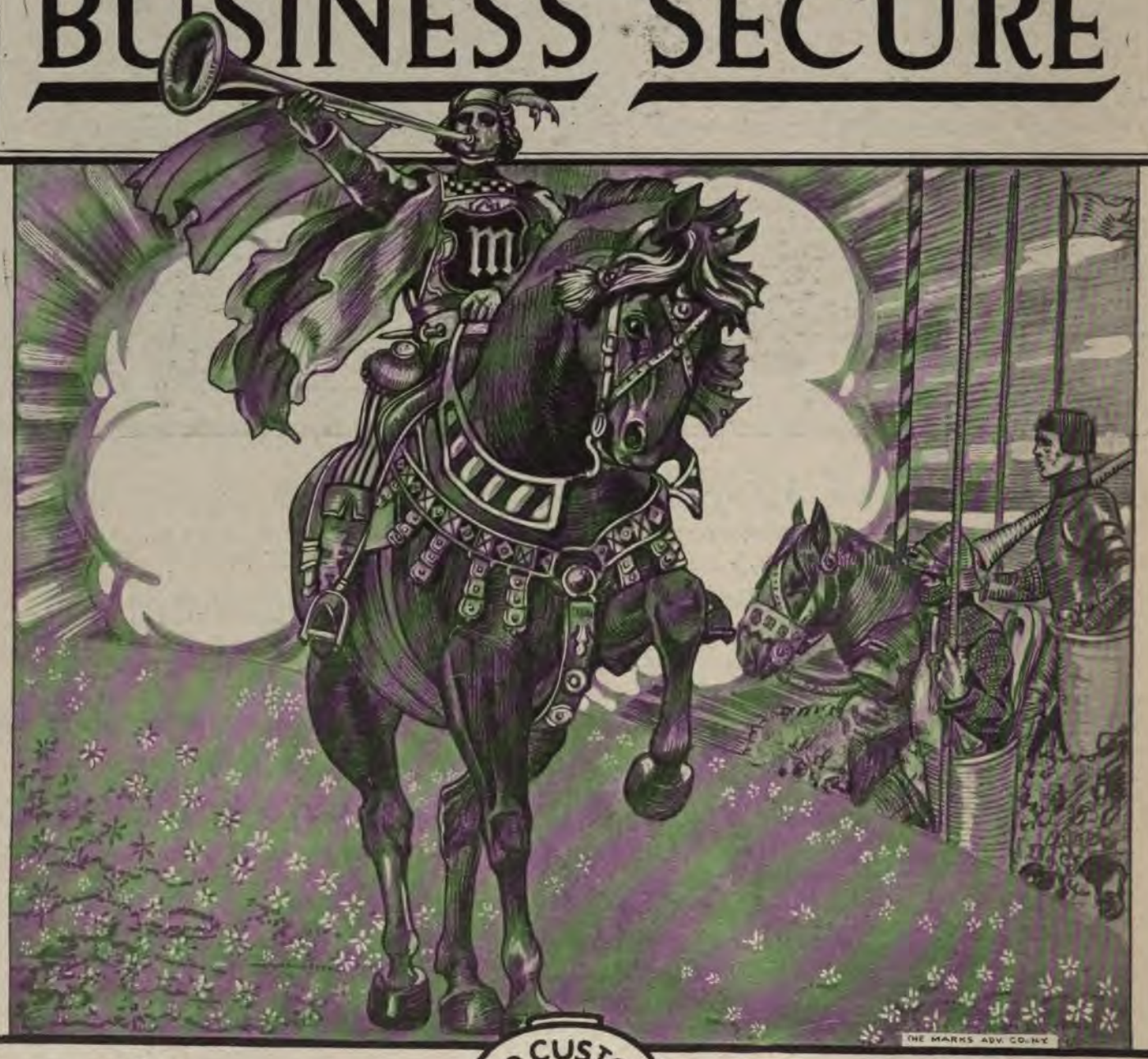
IF YOU HANDLE OUR CLOTHING AND CLOTHING SPECIALTIES, PERHAPS WE COULD EXPAND YOUR DEPARTMENT. IF NOT A CUSTOMER LET US GET IN TOUCH NOW.

HEIDELBERG, WOLFF & CO.

644 BROADWAY, NEW YORK

"HORSE SHOE" BRAND

The CLOTHES *that* SECURE BUSINESS *and* MAKE YOUR BUSINESS SECURE



David Marks Sons

MAKERS OF FINE CLOTHING

TO CUSTOM TRADE

BROADWAY. N.Y.

A Source of Assurance in Dress

¶ To be able to tell your customers that you are the agents in your town of the only clothes made in America that are sold to Englishmen and worn upon the streets of London by Englishmen, is not that a distinct source of advantage to you?

¶ To please an Englishman, to satisfy him with clothes made elsewhere than inside the edges of his own island, is to achieve a triumph in method, quality, and distinction of fit and style, that is not shared by any other clothesmakers in the United States.

This Label Stands for 55 Years of Knowing How—

Whoever Knows Good Clothes Knows It

The Stein-Bloch Co.

Tailors for Men

Rochester, N. Y.
Shops and Main Offices

Chicago
1422 Republic Building

New York City
The Fifth Avenue Building

WENER MAKE–WENER PRICES

No. 4 No. 5 No. 6 No. 7

WE couldn't do justice in mere words to the garments you see above, so we've reproduced them line for line from the real models. Just as they look here, so will they look on your counters, on your racks or on the back of your customer These garments offer you a tonic for improving business and if given window display they may be depended on to make trade.

Let us send you swatches and prices. Take your time in looking them over. If the values are as we claim send us an order. Nothing could be more fair and a look is all we ask. We prepay carriage charges.

DESCRIPTIONS AND PRICES FOLLOW

No. 4—Young Men's, 30—38, Tourist Convertible Collar $8.00 to $14.00—only one of our numerous handsome styles in "Presto" Semi fitting, Box and Auto Coats, Cassimeres, Cheviots and all wool.

No. 5—Single Breasted Young Men's Sack, 30—38, $3.50 to $14.00, in Worsteds, Cheviots and Cassimeres.

No. 6—Children's Auto, 6—16, $2.50 to $8.50, in Cheviots, Cassimeres. Also make our Children's Overcoats in "Presto."

No. 7—Children's D. B. Derby Back, 6—16, $3.50 up, in Worsteds, Cheviots and Cassimeres.

We furnish newspaper electros of above with every purchase.

J. WENER & CO., 708 Broadway, New York

Boston, 18 Boylston St.
W. W. Jeffrey

Chicago Office, 807 Medinah Bldg.
A. L. Laib J. G. Blesch
L. J. Longini Jos. Reichman

St. Louis, 402 Columbia Theatre Bldg.
Max Sandperl

NO OTHER SOCKS WEAR LIKE

THOSE MADE WITH

All the good points common to high-grade hosiery, and, **in addition,** wearing qualities equalled by none.

Interwoven TOE AND HEEL

REG·U·S·PAT·OFF·

The only **strictly durable** THIN sock ever produced. No other hosiery has **toes** and **heels** made like Interwoven.

(Beware of fraudulent representations to the contrary.)

No other hosiery **wears** like this. Its reputation is world-wide. More than **a million** Interwoven socks sold **every month.** Backed by 50 years' experience in the manufacture of hosiery. Complete line in **all weights.** Silk lisles and cashmeres, 25c and 50c quality.

Genuine Interwoven hosiery is made by **this Company only.** It is sold by us directly to the retailer **only** and it is never sold through any other channel or under any other name. No other manufacturer can or does make **toes** and **heels** like Interwoven. May we send you samples?

COPYRIGHT
INTERWOVEN
STOCKING CO.

Sole Manufacturers and Distributors

INTERWOVEN STOCKING COMPANY, NEW BRUNSWICK, N.J., U.S.A.

Sterling
BENCH
TAILORED CLOTHES

MADE in Modern Shops by masters of the art sartorial who have given the Sterling Line national distinction as clothes that *retain* their shape.

Sterling Clothes embody latest style with *good wearing quality*—the selling points wise dealers demand.

Mayer, Scheuer, Offner & Co.

Established 1852 ***Cincinnati***

Beautiful, Novel Illustrations

will be found in every issue of Man's Book, the only consumers' magazine published exclusively in the interests of men.

How can Man's Book be utilized by you, in the interest of your business when you realize that it is a pictorial digest of the leading periodicals of the world and besides Man's Book gives any man all that he need know about the ethics of dress for all occasions; the current fashions for men and the smart fads of the moment. How can you use it? It is worth thinking about.

10 Cents on the News Stands or $1.00 a Year

Fairchild Publishing Co.

42 E. 21st Street New York

The Pants Business

Most of the odd Pants sold are sold to men who want to economize,-men who limit what they will spend and buy where they get most for their money.

We have been catering to that man — the man who demands reliability in Pants, no matter what the price.

We sell, first of all only dependable fabrics and will have no other kind.

Cohen-Goldman & Co.
New York

By producing these goods in great volume, we've made possible the best Pants at any given price your money can buy.

If you sell our goods you have the assurance year in and out that you're "in right."

That you can go after Pants Business confident that you are helping to fix the store's good esteem through your Pants Department.

Cohen-Goldman & Co.
New York

The Profits

derived from the sale of made-to-order clothes belong rightfully to the clothier, to the haberdasher, to the reputable established dealer. If you let this business slip into the hands of solicitors, supposed-to-be tailors, mail order catalogue houses, etc., you're only doing yourself an injustice. First-class merchants everywhere are becoming alive to this fact.

¶ We will install a complete, up-to-date tailoring department in your store. We will conduct a never-let-up campaign of advertising through the mails for ***you,*** to let people know ***you*** are the dealer mentioned in our National Magazine Advertisements. This, backed up by our High-Class Clothes, our popular prices, our five-day delivery service, will enable ***you*** to do the leading Made-to-Order Clothing business of your city.

If we have no dealer in your city, better write us at ONCE to have our representative call to arrange for the Fall season.

Strauss Brothers
MASTER TAILORS
CHICAGO

5,000 REPRESENTATIVES THROUGHOUT THE U. S.

A Suggestion—

Here's an ideal way of displaying and selling Made-to-Order Clothes We equip you with the swatches shown above –500 of them—and a select assortment of woolen ends (1⅓ yards) to display in your windows. You will have a much better showing than the best tailor in your city—and you invest not one cent.

Strauss Brothers
MASTER TAILORS
CHICAGO

WRITE TODAY FOR FURTHER PARTICULARS

TELEPHONE, GRAMERCY 6160
PRIVATE BRANCH EXCHANGE

F. S. DEPARTMENT

FAIRCHILD COMPANY

PUBLISHERS OF THE RETAILERS' NEWSPAPERS

MEN'S WEAR AND CHICAGO APPAREL GAZETTE

Each Published Twice a Month—$2.00 a Year

CHICAGO: LEES BUILDING

42 EAST TWENTY-FIRST STREET, NEW YORK

This Business Has Been
Built up through
Selling News and Ideas

June 22, 1910.

Hello! Rochester, N.Y.
Hello! Richmond, Va.

You may consider the above a strange opening for a letter?--We'll admit that it is,--rather.

If you have at any time stepped into a telephone booth in New York and rung up Rochester, N.Y., or Richmond, Va., then you're well aware that for the three minutes' talk you had to pay Two Dollars ($2.).

If you were connected promptly with your party, the transaction was no doubt satisfactory, and yet, you had the wire for only a three minutes' conversation!

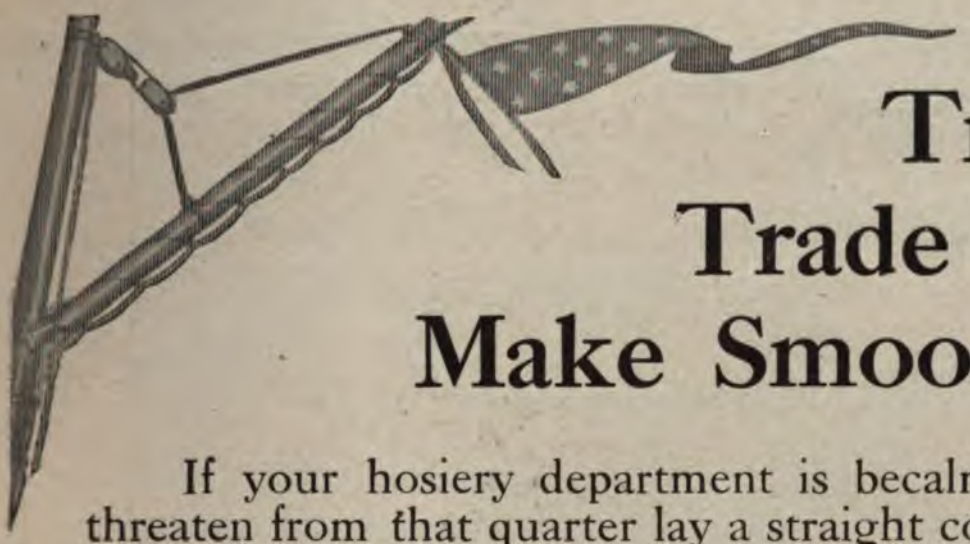
When you send us Two Dollars ($2.) and ask to be entered as a subscriber to MEN'S WEAR, the Retailers' Newspaper, we connect you twice each month for a WHOLE YEAR with the news of the Clothing and Furnishings World.

We connect you with Ideas for business improvement, that are contained in every issue of the magazine;--we further connect you with FAIRCHILD SERVICE, the special Bureau of Information for the Retailers.

Awaiting your Hello!

H/ES

FAIRCHILD COMPANY.



True Shape Trade Winds Make Smooth Sailing

If your hosiery department is becalmed or if squalls threaten from that quarter lay a straight course for

True Shape HOSIERY

The high quality of every thread in the fabric—the elasticity of weave, the perfection of fit—the long wear feature insured by quadruple twisted threads in heels and toes make steady, increased sales and satisfied customers certain.

If you are not enjoying an increasing trade there is something wrong with your lines. Luff up into the wind. Overhaul our claims for True Shape quality and True Shape sales possibilities. Let us prove our goods and you'll come about on the other tack with us and stand away for a good trade.

May we send you a sample order, and quote you prices?

If these goods and prices do not convince you beyond doubt that True Shape Hosiery is the best "buy" for business that you ever saw, send them back at our expense. Samples cheerfully sent on request.

Manufactured and sold, direct to retail dealers only, by

TRUE SHAPE HOSIERY CO.,
Bristol St., West of Germantown Ave.,
Philadelphia, Pa.

TRUE SHAPE TRADE MARK
REG. U. S. PATENT OFFICE

J. WAGEMAN'S SONS, CLEVELAND, OHIO

The selling value of "New Way" Crystal Wardrobes is proven beyond question.

BROWNING, KING & CO.

will equip seven more of their stores immediately as a result of the undisputed value of their present use in seven of their other stores—275 wardrobes for one company. They cannot afford to be without them.

SIMPLICITY—***STRENGTH***—EASY ACTION.

THE same results with few but sturdy parts that might in a measure be accomplished with a complicated mechanism, is what makes "NEW WAY" wardrobes to-day the most durable and insures you from future trouble and deterioration.

THE users' opinion and not a theoretical conclusion.

WHAT it will do proven by what it has done.

THE same length of hang rods on less floor space.

QUALITY and service first (you don't have to put them in every year)—then the right price.

SO little mechanism that you wonder how it is done—that's where the service comes, nothing to get out of order and the parts too strong to wear out or break.

THE leading clothiers will tell you.

Among them:

Model Clothing House, Minneapolis, Minn.
D. C. Abels, St. Cloud, Minn.
The Fair, Chicago, Ill.
Woolf-Marden Co., Chicago, Ill.
Ed. Haas & Co., Houghton, Mich.
Jos. Horne Co., Pittsburgh, Pa.
J. C. Peterson Clothing Co., Boone, Iowa
The Berg Clothing Co., Omaha, Neb.
J. M. Nolan & Son, Corvallis, Ore.
Armstrong & McClenahan, Cedar Rapids, Ia.
Harris & Frank, Los Angeles, Cal.
Henry Giddens Clothing Co., Tampa, Fla.
The Talbot Co., Boston and Fall River, Mass.
The Globe Clothing Co. Wichita, Kans.
Victor Barth Clothing Co., Columbia, Mo.
Schwarzenbach & Sons, Cumberland, Md.
King-Swanson Co., Omaha, Neb.

LOOK for the rigid rack revolving BOTH ways and so simply and sturdily supported, insuring indefinite wear.

Architectural Woodworking Company

Main Office and Factories: 3011-3029 Chestnut Street

PHILADELPHIA, PA.

New York Salesroom, - - - - - 738 Broadway
Chicago Salesroom, - - - - - 805 Medinah Building
Canada: Jones Bros. Co. - Toronto, Ottawa, Montreal, Winnipeg, Vancouver

"OLIVAUTO" and "FORESTRY CLOTH" are made only by the AMERICAN WOOLEN COMPANY. Both names are protected by copyright and any infringement of these rights will be opposed.

DUST, WIND AND WATER PROOF

Extremely serviceable, in colors harmonizing with nature's own color schemes, it is with absolute fidelity to facts that

"FORESTRY CLOTH"

and

"OLIVAUTO CLOTH"

are called THE IDEAL OUTDOOR FABRICS

They are wool-dye, twill-weave mixtures of the very finest quality. They possess a tremendous amount of serviceability which fits them especially for sportsmen's use, and yet they have an elegance of finish that gives them an enhanced value to those who desire to maintain a faultless appearance under any and all conditions.

RIDING AND DRIVING CLOTHES, MOTORISTS' APPAREL, OUTING SUITS, NORFOLK JACKETS AND RAINCOATS ARE ONLY A FEW OF THE GARMENTS FOR WHICH THESE FABRICS ARE NOW BEING UTILIZED

For suitings we make up OLIVAUTO and FORESTRY CLOTH in hard-finished effects in 13½ and 14 ounce weights. For heavier garments the fabrics are in a rough-finished effect in 16, 18, 20 and 22 ounce weights.

The OLIVAUTO color is light brown. FORESTRY CLOTH is a beautiful shade of olive green.

For sample swatches of OLIVAUTO and FORESTRY CLOTH, write to our New York selling office, Dept. 4.

AMERICAN WOOLEN COMPANY

WM. M. WOOD, President

SELLING DEPARTMENT
126 Fifth Ave., New York

J. CLIFFORD WOODHULL, Selling Agent
FRANCIS R. MASTERS, Associate Selling Agent

For CLOTHING DISPLAYED IN CABINETS

The Kimball Folding Pin-Ticket is the only perfect marking device and is now used by retail Clothiers generally.

It is quickly attached to the sleeve of the coat without the use of thread or gum and will stay on until intentionally removed.

It is absolutely safe—the points of the pins are perfectly protected—making tearing or scratching impossible.

Samples, prices and valuable suggestions for marking and stocking your goods will be sent on request.

A. KIMBALL CO.

307-309 West Broadway, New York.

KIMBALL KIMBALL

Frankel System Clothes

GUARANTEED

Because we know what we put into them makes them as good as those that cost more. We know that the standard fabrics, modern style and high-class tailoring are on a parity with the best grade, yet popular priced. The garments will appeal to you. Write now for samples at our expense.

Frankel Brothers

New York's Largest Medium-Price Clothing House

Fifth Avenue, New York

"Missing Link" Cabinets Are Better in Every Way

"Missing Link" Unit "70" Capacity from 62 to 70 Suits

Order NOW

No. 1 Detachable End Panel.

No. 2 Unit "70" Empty, detached—showing door slightly pushed in.

No. 3 Unit "70" Stocked—closed door.

UNITS INTERLOCKED

No. 4 Unit "70" door pushed clear into unit out of the way. Extension carriers extended clear out of unit loaded with 35 suits each.

Patented Aug. 11th, 1908

"Missing Link" Unit "70" DOUBLE DECK Wall Cabinet Price NOW $35.00 F. O. B. St. Louis

COMPLETE DESCRIPTION AND SPECIFICATIONS

These cabinets comprise interchangeable upright units, framed up with strong open ends and solid panel back, solid bottom and top, forming a perfectly rigid skeleton construction and each fitting into the other with blind joints. The panel ends are detachable and fit one unit or a group of units— no intermediate panels are necessary. Any number of units interlocked with one right and one left end panel forms one complete cabinet—to enlarge the cabinet it is only necessary to remove one of the end panels, add and interlock the new units, replace the end panel and the cabinet is again complete. The front of each skeleton unit is closed with our patent disappearing door. This door is hinged and opens outwardly, same as an ordinary house door, but when at right angle with the front of unit, recedes into same, out of sight and out of the way.

The interior of each unit is fitted with two "Standard" Extension Carriers, each one designed to carry from 30 to 35 suits (according to thickness of materials).

Size—Each unit is 7 feet 10 inches high, 4 feet 6 inches deep, and 2 feet 9 inches wide, outside measurements.

Finishes—Quartered oak, finished golden oak, carried in stock only. We will furnish any other shade of finish desired, such as mission, Flemish or bog oak, dull waxed, at the same price. Birchwood facings, finished cherry or mahogany, furnished without any additional charges. All special finishes require from six to ten days additional time.

Shipping Weights—Each unit crated, weighs approximately 400 pounds.

How to Install—All units are shipped "set up," as we have found the "knocked down" system impractical.

To install our sectional units, remove the crating, set all units in one group, interlock the blind joints, and they are ready to receive the merchandise.

Anyone can install "Missing Link" units with the aid of a screwdriver.

"Missing Link" Revolvit THE ONLY PRACTICAL Floor Cabinet Made

"REVOLVIT" open all suits in front

"REVOLVIT"

has no disappearing doors. Simply revolving the Front of Case brings all Suits Forward

"MISSING LINK" REVOLVIT FLOOR CASE CABINET
Patented March 29, 1910

"REVOLVIT" half open case and suits revolving with one motion

"REVOLVIT"

The Floor Case Cabinet That's Making Good

"Missing Link" "Revolvit" Floor Cabinet NOW $60.00 F. O. B. St. Louis

COMPLETE DESCRIPTION

"Revolvit" is built in one size only, 62 inches long, 47 inches high, 30 inches wide and holds from 35 to 40 suits. To open "Revolvit" take handle near top of case, give same a slight pull, and the entire front, together with the suits, revolves. This revolving action takes place on the inside of cabinet. No hang-rod space is lost; no aisle room sacrificed to revolve the glass front into the cabinet and bring the suits forward. To close "Revolvit" swing the suits back into the case, give front a slight push and "Revolvit" is closed. The design and construction of "Revolvit" is of the highest standard. All exposed woodwork of quarter-sawed oak, finished a beautiful shade of dark golden oak, or birchwood mahogonized. Any other shade of oak furnished without additional charges. The base finest quality marble. The front, sides and back fitted with best select double strength American glass. The top, one-piece polished plate-glass, with polished edges, extending clear over the case, preventing the woodwork from becoming soiled or scratched. This plate-glass top is laid on dust-proof felt cushion, securely fastened with nickel-plate clamps. The handle and hang-rod finely nickel-plated. The supporting mechanism finished a wear-resisting black enamel. "Revolvit" crated, in shipping order weighs 400 pounds. To install "Revolvit" no expensive store alterations are necessary; no experienced mechanic needed.

Send for our illustrated paper ***Plans for 1910,*** *describing in detail Missing Link Cabinets*

THE HEIMANN-MILLER MFG. CO.

ST. LOUIS, U. S. A.
1405 Washington Ave.

Designers and builders of complete store outfits: show cases, cabinets, shelving, etc.

HUGO HEIMANN, Sales Manager

Our store-planning department, under the supervision of an expert, is at your service

THIS ADVERTISEMENT IN

THE SATURDAY EVENING POST

"Barker" Brand Collars

The Slipeasy *Slanting* Button Hole makes it possible to button a high fold collar without mussing, fussing, tugging and pulling. The shank of the collar button fits around the hole at the extreme end and *stays* there. It cannot slip back or loosen the collar. It is an exclusive Barker feature.

Ask your dealer to show you this new spring style with the Slipeasy *Slanting* Button Hole.

THE CLINTON

¼ and ¾ Sizes

A high fold collar—that looks and feels well and fits perfectly.

Barker Brand Collars wear longer because they are linen.

For your protection all Barker Brand Collars bear this trade mark. Always look for it. It insures collar style—and satisfaction—perfect wearing and laundering qualities, long wear and perfect fit. Your dealer can supply you. Many styles to select from in ¼ and ¾ sizes—all 2 for 25c. If your dealer cannot supply you send $1.00 for 8 collars which will be delivered post paid to you.

WM. BARKER CO., Makers, Troy, N. Y.

has made "Clinton"-wearers of thousands of men, and opened the eyes of millions as to REAL COLLAR MERIT.

Are you prepared to supply the demand in your city?

William Barker Company

Chicago, Ill. TROY, N. Y. Boston, Mass.

LeMar Cravats

THE Commander-In-Chief of Autumn Lines is "*LeMar.*" In *general* excellence and wealth of original weaves—in *sightliness* of colorings and *sprightliness* of patterns it is a gathering that *grips* the buyer and *strips* an order from him. Our salesmen are now "on rail." A "LeMAR" Pointed-End Four-in-Hand from the Autumn Lines is pictured here, but the rare *charm* of the pattern and shading is unpicturable.

"LeMAR MONOTONE CRAVATS" come in 22 solid colors and will *go* as fast as we can make them up. There's "*solid satisfaction*" in every one you hand over the counter.

"MARSALINE" in 21 fetching plain colors is fetching orders *from* and sales *to* the best shops. It's for *right-away selling.* $3.75 *instead* of $4.50. Samples? Quick as a wink!

Postcard *us* and *we* will post *you.* Just *one* line brings *the* one Autumn line.

Levy & Marcus
729 and 731 Broadway
New York

THE SCRIVEN UNDERWEAR

is

Easy and Comfortable, Perfect Fitting and Durable.

LOOK!

We will relieve you of your underwear trouble and annoyance.

HOW?

By supplying you with the *Scriven Underwear* which is made in a large variety of styles and fabrics, in all waist sizes from 28 to 50 inches and inseams from 28 to 36 inches.

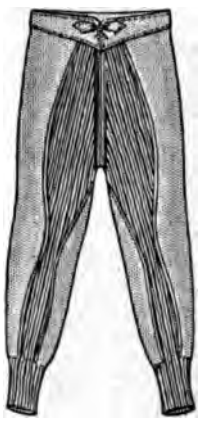
We guarantee it will fit and please your customers

Order a small sample line and be convinced

IT WILL PAY YOU

Scriven's Elastic Seam
TRADE MARK
REG. U.S. Pat. Off.

The SCRIVEN IMPROVED ELASTIC-SEAM TRADE MARK REG. U.S. PAT. OFF. DRAWERS.



Our Illustrated Catalogue of Prices sent on request.

J. A. SCRIVEN COMPANY

SOLE MANUFACTURERS

16 and 18 East 15th Street **New York City, N. Y.**

STORE EQUIPMENT

For Clothiers is no longer a problem, with WELCH CLOTHING CABINETS

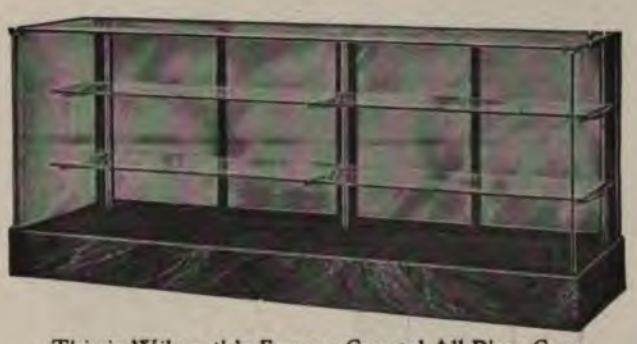
Illustrating a row of sectional Double Deck Cabinets for suits, Single Deck for Overcoats, Mirror Alcove and disappearing hat fixture.

Write for the experience and testimony of hundreds of Welch Cabinet users.

To see will mean to convince you that our Clothing Cabinets excel in Durability, Construction and Finish.

We design and execute complete store outfits, from shelving to show cases.

Send for Clothing Cabinet Catalogue C-1910



This is Wilmarth's Famous Crystal All-Plate Case

Send for Show Case Catalogue S-1910

WELCH MANUFACTURING CO.

GRAND RAPIDS, MICH.

The Better Make of Clothing Cabinets

Thousands of Likely Lads Like This
Wear "Frat" Clothes
Because They Are Fashionable and Fit

HUGH LYONS FIXTURES

There's Money in Fixtures

If they are the right kind of fixtures, because they help to *sell more goods.* They are competent salesmen that *never have to be paid.* With

HUGH LYONS' FIXTURES

no matter what kind of a store you have—you can display your merchandise in such a way that its appeal to the public will be vastly strengthened.

The route to a customer's purse is via the eye, and a careful, artistic arrangement of the goods you have to sell will materially aid in making the sale. Good fixtures are really an *investment*, and no up-to-date store can afford to neglect this part of their business.

Hugh Lyons' Fixtures are based on forty years' observation and study of the needs of the average store. They are made in practical, substantial designs—suitable for all requirements. We make everything from simple metal fixtures to large garment cabinets, and have the distinction of being *the largest fixture concern in America.*

We will be very glad to talk over the matter of fixtures with you. Our suggestions may be of benefit and they are free. May we hear from you?

HUGH LYONS & COMPANY

CHICAGO
236 Jackson Boulevard

LANSING, MICHIGAN

NEW YORK
686 Broadway

Samuel Rosenthal's Rochester Special

"Line Up!"

HAVE *you* "lined up" with the line that'll line your *cash-drawer?* A line *for* it will give you a "line *on*" it. *Indecision* slinks out the *back* door, when *Value* stalks in the *front*.

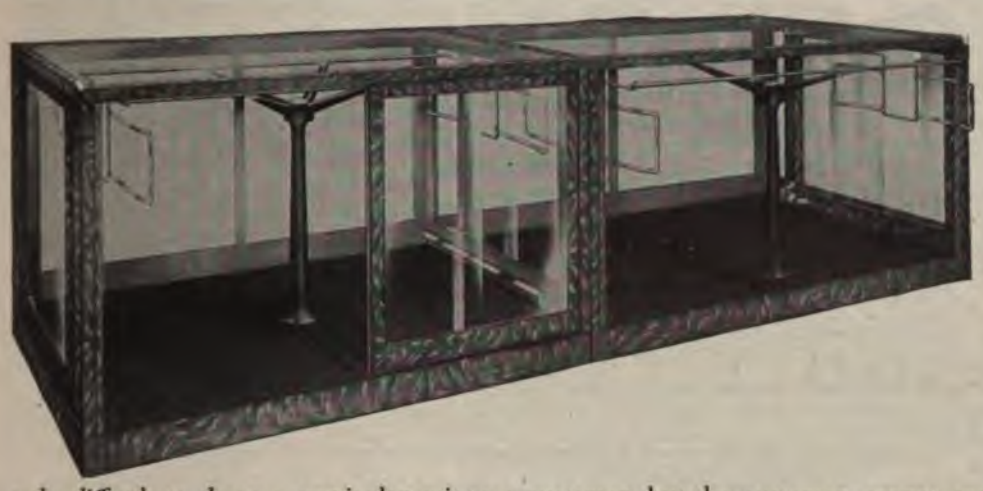
The *wiser* a clothier, the more of an *analyzer* is he. Put our values *beside* any other garments at the price, and you'll put *aside* your doubts. Be *just* to yourself and *just* compare! We'll take the *consequences* and your *order*.

If you want to get the *utmost* values your money can buy, then send a postcard for our Autumn Lines.

ROCHESTER SPECIAL

Samuel Rosenthal's
"ROCHESTER SPECIAL"
Men's Suits and Overcoats

92-96 Bleecker Street
New York



Mussed Suits Mean Money Wasted!

Piling men's suits on long tables is a mighty poor way of keeping stock. It is not only difficult to show a particular suit to a customer, but the customer cannot make a careful selection because he usually feels he ought not to trouble the salesman to tear his stacks to pieces. If you have purchased a ready-to-wear suit from a table stock you know that this is so.

Then, too, suits constantly dragged out from under a pile of others and replaced become mussed, wrinkled and out of shape. This means that the suits have got to be frequently pressed and overhauled, or that you have got to cut the price on them—a dead loss to you in either case.

With the money thus wasted you can pay for a

"Twentieth Century" Revolving Center Clothing Cabinet

in a short time, and its use will mean a great saving in floor space, better displays, less damage to clothing, freedom from pressing costs, less labor and less time in selling, and 100% better appearance for the store. Your customers will be impressed with the beauty of this cabinet and the character of your ready-to-wear department.

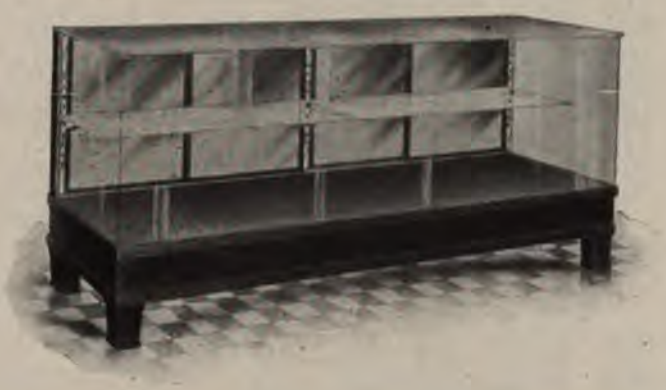
The "Twentieth Century" Revolving Center Cabinet may be used for Men's and Children's suits and Men's overcoats. The top is one piece of fine French plate inlaid flush on felt; two disappearing doors; each cabinet fitted with two garment rods having a maximum capacity of from 100 to 120 complete suits. These rods are mounted on revolving arms which enable the two rows of suits to be turned about as desired, making it perfectly easy to show any suit in the cabinet. Suits may be readily put in or taken out. Mechanism is frictionless and contains no complicated bearings to get out of order. Will last a lifetime.

We also make this case double deck style for Children's and Men's suits, single deck style for overcoats.

Let us figure with you.

Write for Catalog D-3 for clothiers.

If you contemplate remodeling, let us submit you plans.



GRAND RAPIDS SHOW CASE CO., Grand Rapids, Mich.

Branch Factory, Lutke Mfg. Co., Portland, Oregon

When in New York Market visit our exhibit at 724 Broadway.
When in St. Louis Market visit our exhibit at 1329-1331 Washington Ave.

LARGEST MANUFACTURERS OF STORE FIXTURES IN THE WORLD

NIPSON SYSTEM CLOTHES

FOR YOUNG MEN EXCLUSIVELY

MADE TO RETAIL FROM

$15.00 TO $25.00

THE RETAILER who does NOT look into THE MERIT of NIPSON SYSTEM CLOTHES for YOUNG MEN stands in his OWN light.

YOUNG MEN ARE CRITICAL BUYERS. Nothing but the BEST in FABRIC, FASHION and WORKMANSHIP will GET and HOLD the YOUNG MAN'S TRADE.

NIPSON CLOTHES will make YOUR STORE popular with the YOUNG FELLOWS. Sample garments will be sent on request. WRITE THE LETTER NOW.

NIPSON SYSTEM

Six Twenty-eight Broadway NEW YORK

NIPSON — THE TRADE QUALITY MARK SEAL — SYSTEM

Stag Trousers

UNION MADE

High Grade Union Made Trousers at a Popular Price

"STAG Cassimere and Worsted Trousers" are ***known*** as the best trousers from coast to coast—nothing to ***compare*** with them in fabric, workmanship, style and fit.

THIS is proved by a record of TWENTY years in the market. Even our worthy competitors have to take their hats off to the "Stag Line" (ask their ***own*** salesmen).

"STAG Trousers" ***ought*** to be better—they are the output of the finest, cleanest factory—they are ***Union Made*** throughout—they are finished complete under one roof—and carry a money-back guarantee.

THE way they fit, and hang, and wear, and please—and bring back every buyer for ***more*** of the same—these are all good reasons why you ***need*** "Stag Trousers."

Shown in 500 styles from $1.00 to $4.00. Ask for Salesman or Samples. Express paid.

Also show over 50 popular numbers—Corduroys in Peg Top and Regulars $1.12½ to $3.25. Every garment ***guaranteed.*** ***None better*** in this country.

Bennett, Hollander & Lewis
Pittsburg, Pa.

CHICAGO OFFICE: Room 204 Sheppard Bldg., 221 Fifth Avenue

The Proper Spirit

WE do not presume to dictate the kind of clothes you should ***sell.***

But, we claim to have anticipated your ideas in building a line of clothes you will feel ready and willing to ***buy.***

If you want garments that will strike you as being made to fill your particular ***needs***—then see

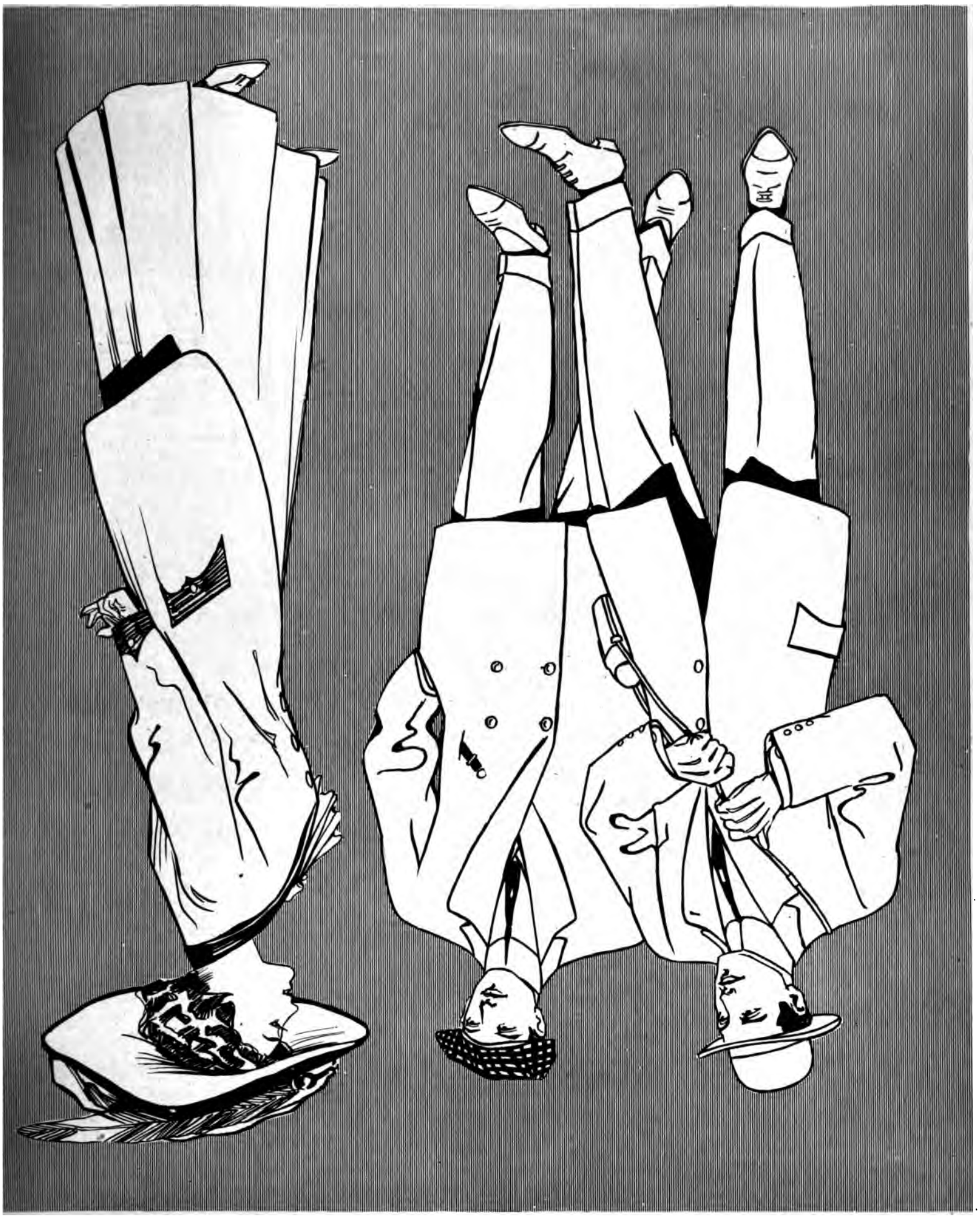
Our Smart Clothes for Men and Young Men, and our London Raincoats with Presto Collars

They are something ***more*** than just fabrics. They represent the uttermost in pattern selection, artful fashioning and conscientious craftsmanship.

Salesman Awaits Your Word
Price Range $12.00 to $25.00 at Retail

L. Black Co.

ROCHESTER, - NEW YORK



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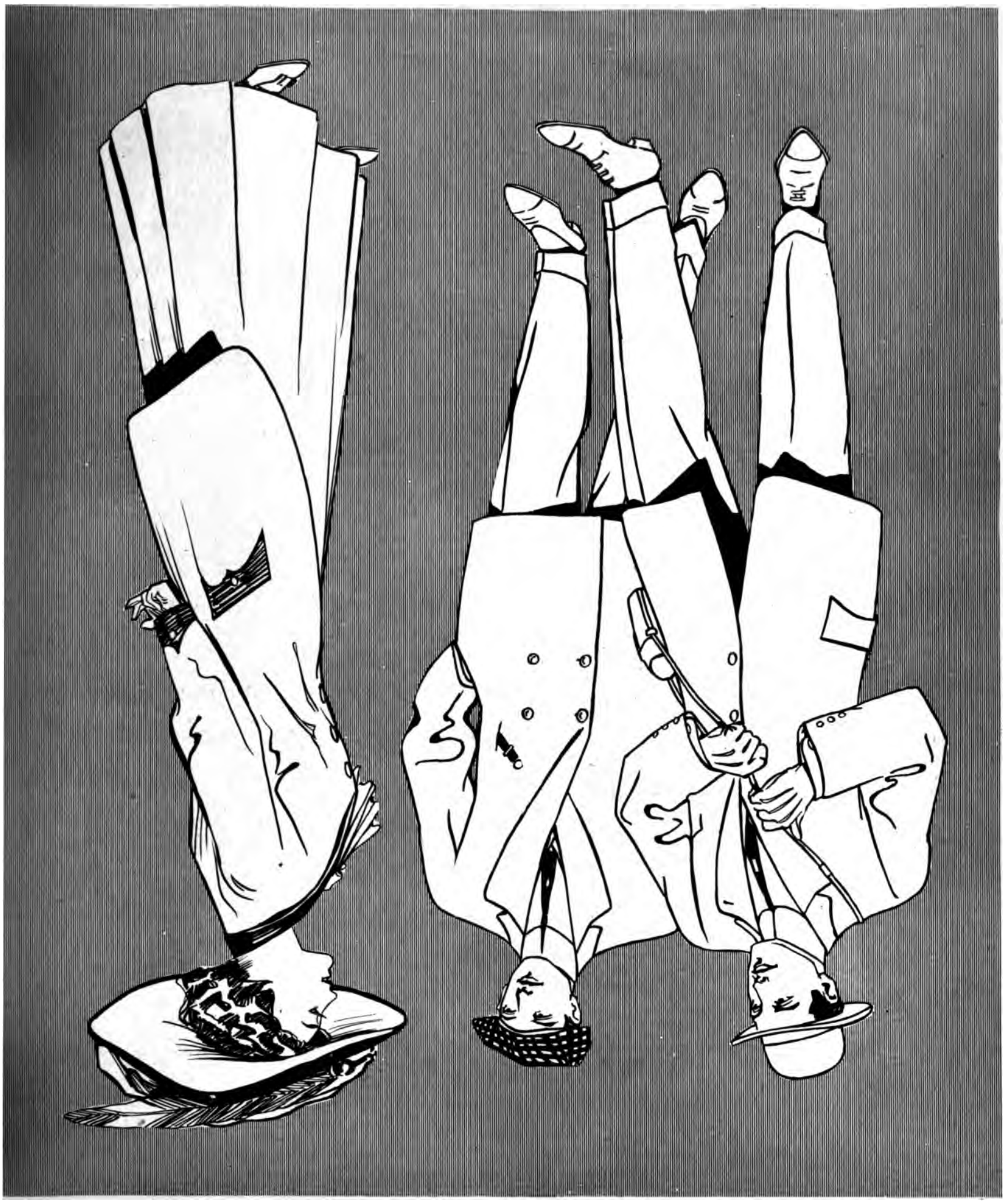


IT IS DESIRABLE TO MENTION THIS PAPER WHEN WRITING ADVERTISERS.

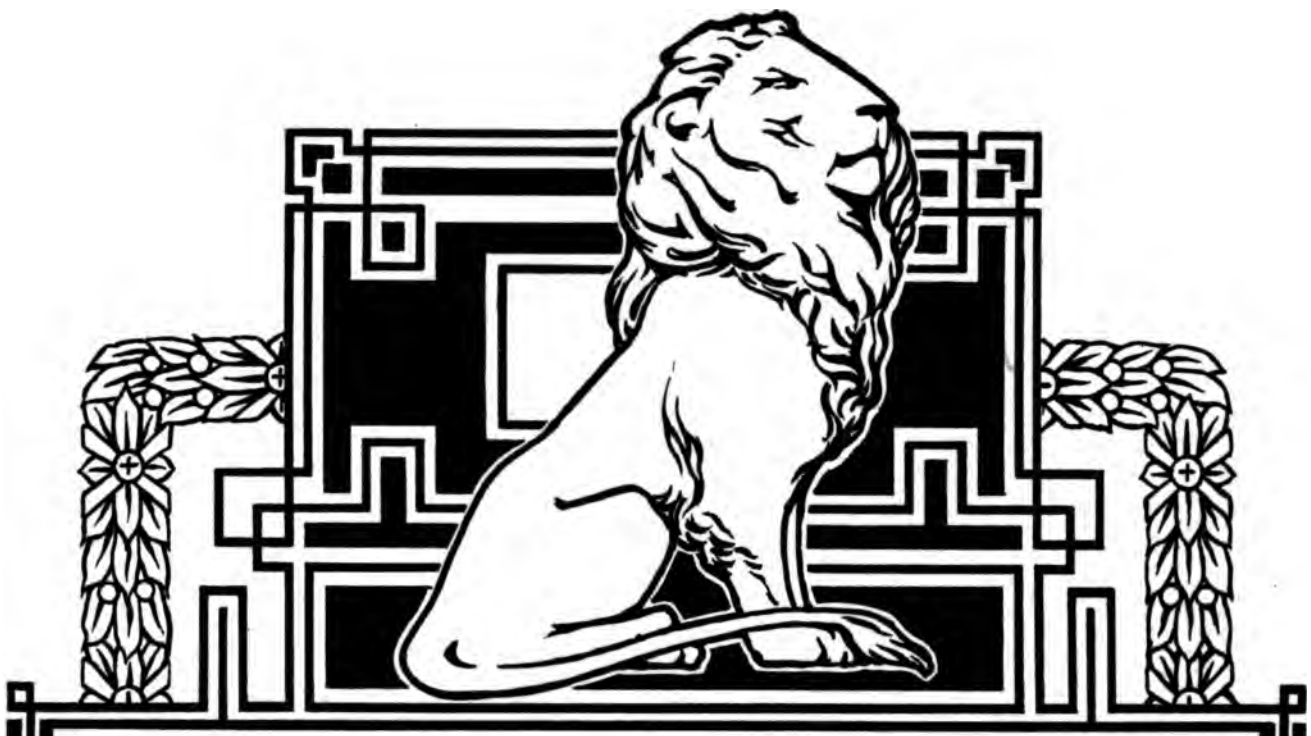
MAYER-CINCINNATI

OUR magazine advertising will be out early, so you'd better get your application for the Mayer-Cincinnati Fall line *in* early. This Spring there were quite a lot more applications than we had lines. For Fall it will be the same, only more so. Suppose you write right now—unless you prefer to let one of your competitors secure the line that scored the hit of the country its first season.

Clarence Mayer & Co.

CINCINNATI

ALL-WOOL TAILORING



¶ For the merchant who would find and hold a ten-fingered grip on the good-will of his trade, Hackett-Carhart Garments for Men, Young Men and Boys pave the way.

¶ They are practical garments that more than justify every dollar of their cost.

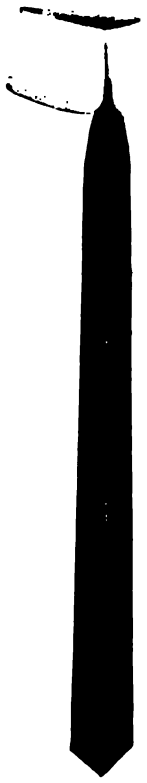
Hackett Carhart & Co

841 BROADWAY, NEW YORK

"The Novelty of the Hour"

L'AMERIQUE

IN HONOR
OF OUR
GREATEST
LIVING
AMERICAN



$4.50
the
Dozen

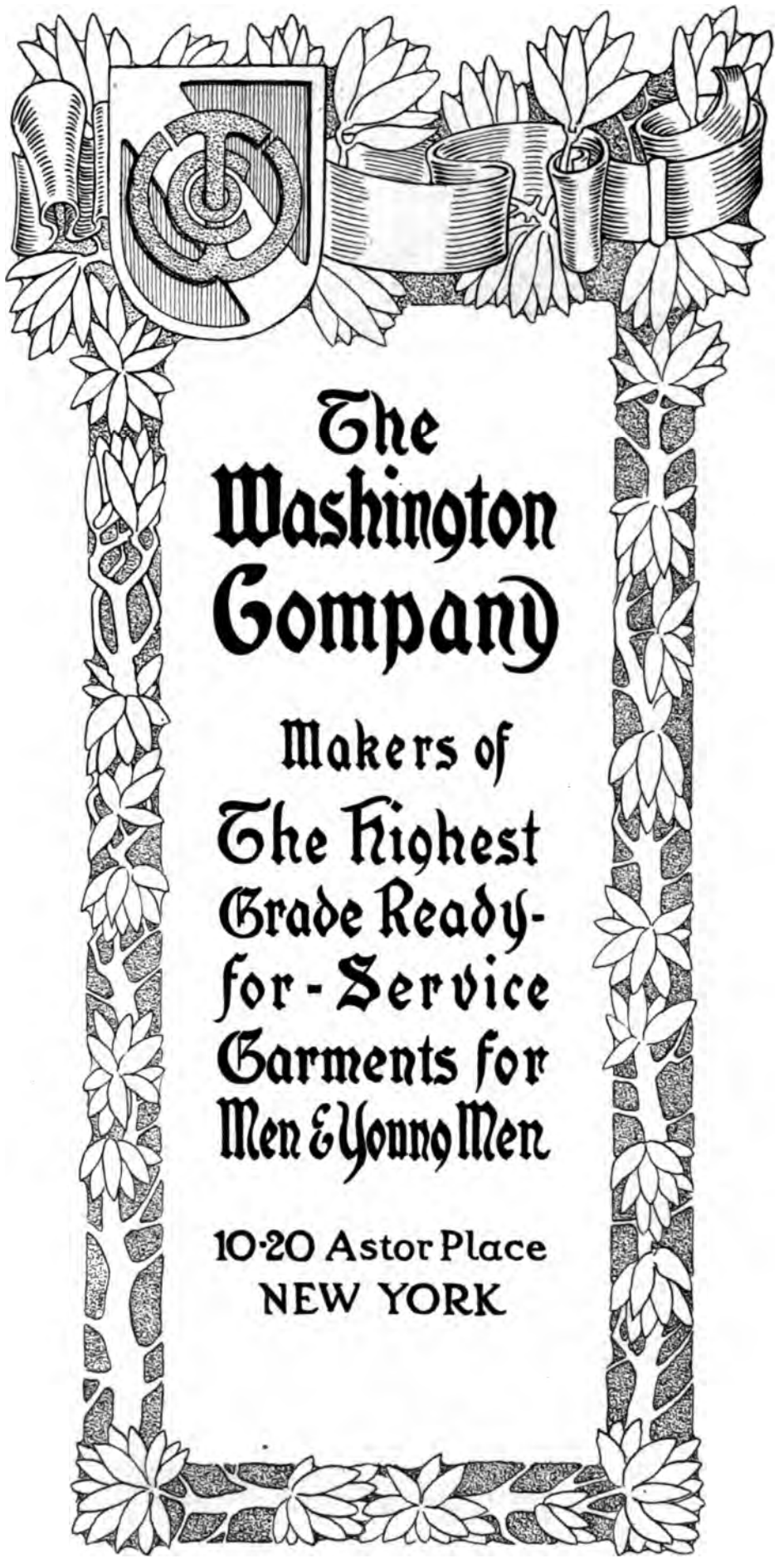
Orders thundering in from all parts of this country. Shipments already made to Europe. Get your order in now---by wire---wireless or wagon.

McCURRACH & SMITH, Inc.

HIGH CLASS CRAVATS

CHICAGO

The
Washington
Company
Makers of
The Highest
Grade Ready-
for-Service
Garments for
Men & Young Men
10-20 Astor Place
NEW YORK


The
Washington
Company
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The Highest
Grade Ready-
for-Service
Garments for
Men & Young Men
10-20 Astor Place
NEW YORK

Trade E. & W. Mark.

AND

RED-MAN

BRAND

COLLARS

This same shape is **BASSWOOD** in the RED-MAN brand.

Earl & Wilson

Makers

NEW YORK TROY CHICAGO BOSTON

SNAPPY

Because they have more life than the so-called "best" lines.

PROFITABLE

Because they are the biggest dollar value to retail at 50 cents.

SELLERS

Because they are so different.

ALWAYS A TRADE WINNER

Hano Cravat Company

1161 Broadway, at 27th Street in New York

Vol. 29

MEN'S WEAR

No. 4

Subscription $2 per year.
Foreign Subscription, $5.
Canada Subscription, $5.
Single Copies, 15 cents.

Lees Building, Chicago 42 E. 21st St., New York

Published on the first and third Wednesday after the first Saturday of each month.

JUNE 22, 1910

Entered as second-class matter at the post office at Chicago, Illinois, under act of March 3, 1879

THE SITUATION.

AN exceedingly peculiar business situation is unfolded. Trade is good and there are many optimists. On the other hand, the press has devoted a great deal of space to discussion of a setback. Expressions on this subject have been exceedingly blunt. The devotion of so much type to the question of "trade unsettlement" naturally has created unsettlement. Any slowness in the situation can be ascribed mainly to the readjustment of costs. The bankers have clung desperately to their conservatism.

The railroad rate problem should be settled in a hurry. The roads are worthy of some increase in freight remuneration, and a decision will ultimately be entered by the highest courts as to whether the government or the railroads control rates. The present struggle is termed a "crisis." It will be a lengthy affair. Just as long as the roads are curbed, their orders will be restricted. A final decision in favor of increased revenue will mean a stock market and business boom. The railroads desire emphatically that the question as to what power controls the rates shall be thoroughly settled.

Naturally, during a period of "reaction excitement," everyone has trained his field glasses on the steel industry. Railroads furnish about 40 per cent of the orders for the steel trade, and the suggestions of retrenchment have had a nervous effect. The present output of steel mills is probably 70 to 75 per cent of normal capacity. Iron prices are the lowest in years and the necessity of buying steel products way ahead, except in special cases, is hardly obvious. Increased freight rates will certainly mean a boom in the steel industry. Leaders in the industry are confident that a first-class reaction is entirely out of the question. A world of energy is contained in the claim that the railroads can expend two billion dollars on improvements and expansion.

A vast amount of current financial literature covers the increased value of farm lands. Bankers are discouraging land
ainly on the basis that "acreage remuneration"
lower during the next year or two. Statistics
apitalistic ventures of leading countries suggest
the near exhaustion of extra available capital in new commitments. It is the old story of caution, following a very ample extension of credits. The tremendous building pace that has continued for several years is slackening. May commitments declined about 20 per cent as compared with one year ago. The let-up has occasioned no surprise. Some decrease was expected months ago, but the wave of extension and improvement ran on with extraordinary force.

Cotton will probably lose two or three points in condition during June, due to the ravages of insect pests. Cotton experts are positive that high values will be maintained for a period, at least. It is strongly claimed that the United States requires a 13,000,000-bale crop to make up for the current world shortage. There will be hope for a big crop, at least until August. In the matter of permanent values, cotton sentiment is extremely mixed. Those who favor revision are impressed by the "cost cuts" in other lines.

A total wheat crop of around 720,000,000 bushels was suggested by the government report of June. The oats estimate equaled 1,100,000,000 bushels. The aggregate total is the largest ever presented. The first corn report will arrive in July. There are no serious crop troubles in sight. Start of the corn crop will not equal expectations, but the June report should suggest around three billion bushels.

In former years our July corn promise was considered large at around 2,500,000,000. The July, 1909, promise totaled 3,117,000,000 and the 1908 figures equaled 2,720,000,000. There has been too small a supply of moisture in many sections, but nothing beyond average crop damage is expected. The general crop situation is a strong prop to confidence in the situation.

The mass of general details covering business is optimistic. There has been some curtailing, but it is not certain that curtailing will become the leading business policy. Slackening up in many industries is slight. It is a time for determination—to do as much business as possible and curtail as lightly as possible.

RETAILING CLOTHING.

Some Reasons Why There Are Not More Successful Clothiers—The Remedy. Views of an Observer.

IN a recent issue of this publication I took up the question of the present general condition of the various retail clothing establishments of the United States, and compared their relative standing. In the article alluded to was also given a general outline of the different characters of clothing stores to be found, and a number of reasons given why a larger number of the medium and small clothing merchants are not making a success of their business.

The more extravagant, modern methods of doing business undertaken by retailers with small and medium-sized trades, retailers who are unable financially to undertake the added responsibility of the most modern improvements, are, in the opinion of the writer, an important reason for this lack of success.

I do not want to convey the impression that I ascribe directly to "modern methods" the cause of unprofitable business conditions; but I do believe that indirectly they lead in many instances to conditions social and otherwise which to many are difficult to carry through.

Retailing of all merchandise has been in recent years very greatly refined; dignity, reliability, cleanliness, light, comfort and even elegance are requirements of the retail store of to-day. From this it might be inferred that retailing merchandise, when refined to the necessary standards of to-day, is liable to become a failure, as far as profits are concerned. Many customs have become the natural consequence of the modern retail store which often make profitable retailing prohibitive. You would not live in a very plain house, carpeted with home-made rag carpets, have your wife cook, wash and help in the store when the latter is furnished like a palace.

I am writing what I really believe are the facts. In traveling throughout the country I am in a position to study conditions and I relate facts as I find them actually to exist.

These questions are facing a large mass of honorable, worthy, well-meaning and hard-working men, conditions often unconsciously brought on. It is my belief that the clothing trade but needs thoroughly to realize the specific causes to find the "answer." The small and medium-sized retailers who have not conformed to "modernizing" beyond their means are to a large extent among the money makers. This class of merchants is oftener in the market and offer their trade real inducements, showing that their success is due to the fact that they "do business." This is the strong point, "do business." There is a certain class of merchants who imagine that their trade is not a matter of concentration, work and brains, but that success is a matter of modern fixtures and luck, not thought. They look at the up-to-date store with the hustling, brainy man running it, and they imagine it is just a matter of investment and fixing up. They make up their minds that they can thus increase their business, which is only just making ends meet now. They cannot afford the capital to put into these modern fixings, but they imagine that by doing it their business will increase because of the beauty of the surroundings or air of refinement.

Here then is the solution: To do business under the added expense of to-day, too many see only the need of keeping down expense in every way possible. It is common to see such storekeepers waste time on trifles. They cannot keep a porter; it costs too much. The clerks cannot be asked to do the porter's work, and so the poor proprietor does it himself. He cannot read trade reports, see unusual lines, or go to the markets, for lack of time.

Modern stores must have modern management—which means, firstly, sell your goods in modern ways, have your clerks do the selling, be one of them at times, but be the manager all the time.

Really, successful modern retail stores are not made so by scrubbing, polishing and saving. They are made so by "directing;" by men who live, who use reasonable time for their thinking and planning their business; by men who work after careful deliberation in order to direct others to work and hustle. That kind of men have always time to give to any matter which promises added success to their business.

In an article on salesmanship in the last issue, I quoted frequent arguments of various trade journals concerning salesmanship and described their lack of direction, and details of how to acquire the virtues recommended. This tirade on existing conditions and on faults of retailers in merchandising would, in my opinion, be more open to criticism if it did not bring forth at least an argument for the improvement of the existing evils.

The ideas advanced may not meet with the endorsement of many, but if they call forth discussion on the subject in the stores it may be of advantage to some of my readers.

There are no arguments that can be raised against modern methods and up-to-date fixings, but the point is that remodeling will not do it all.

Let us, consider, for instance, a man who owns a clothing store in a city, say, of about 20,000 inhabitants. He has been established for many years and in his early career made money. But he finds the past years have not been profitable. He has made no headway, in fact, a quiet, but not to be downed, something keeps whispering to him from within himself that he has not gained, but lost; that his standing is not correctly estimated by his inventories, that his stock may be as valuable as he figures it while the business is going on, but what if he were to decide the time had come to quit? What can he realize on his costly fixtures; how much on the dollar would his stock bring? In recent years his business has as a whole been good enough, but nevertheless shows no gain.

There is no doubt it is all due to lack of courage to face the real facts and conditions of things. Expenses and depreciation incorrectly estimated, lack of a proper system to find out small but important details, are the secret but sure-working destructive agents constantly at work in such a store. His stock amounts to $25,000, his business per annum to $40,000, he owes for discount, merchandise, etc., $15,000, leaving his clear worth over all of $10,000. He buys his stock of four

to five clothing houses, and limits all other lines to a small number of firms. This enables him to pay each of his big accounts in part by note and part cash, and to meet his paper with sufficient promptness to keep them all anxious and glad to do business with him. All but the largest furnishing goods accounts and other small accounts are promptly discounted or anticipated, and thus create for him the name of a "ten-day man." In consequence, he is treated by houses who have not been able to sell him extensively with a great deal of flattery, which in many cases causes the dealer to believe of himself all that his flatterers have tried to infer. The notes on the larger accounts do not worry him seriously, because "those people are all right; they don't mind; they are good friends and will do anything." He has always lived within his means, and he is inclined to ascribe his lack of profit to the high cost of living. That is a good hobby—there always is one of some kind. He is constantly using space in the newspaper, changes his ads once or twice a week, though quite frequently he has no time to write fresh copy, and then they run longer.

What is the remedy? If a merchant of this character were to say positively, "Show me how to throw off these fetters—these obligations of accounts due; show me how to do a profitable business," I would answer him as follows:

First, this party has $10,000 more stock than he should have. In order to have any chance for the business to have a profitable career, $10,000 of stock in this store must be reduced. For a retail merchant to reduce his stock by such a large amount very extreme methods only are possible, and they are usually objected to by the retailer because he believes they will hurt his business more than they will benefit it. Nevertheless, to continue with so much more stock than he has use for, is to terminate in but one way. He must carefully calculate how much he can afford to lose to get rid of this $10,000 overstock. A stock surplus of $10,000 to dispose of will net a loss of $3,000 to $4,000 of original cost, cutting down his actual assets to $6,000 or $7,000. When the merchant has finally realized the actual necessity for this loss and deliberately goes to work to lose it, it will not take long for him to force his business up to such a condition where the public will give him a large, healthy and profitable trade.

We presume that somebody will want to try it. Here is the way I would go to work at it: I should announce to the public the exact conditions and facts. I should state the amount the stock must be reduced. I should go over the stock and select all the broken lines, the accumulations of all character, in fact, the entire stock except what had been purchased in the last six months, figure up its amount and take from that the amount I have decided I must lose. I would add to this the necessary expenses of doing business. I would advertise not only the facts, as to why I wanted to dispose of the stock, but I would describe as nearly as possible each single lot, not necessarily all in one item and one ad, but as many as any one ad can well hold. I would continue this advertising until these lots were sold. No merchandise should be bought for a sale of this character except such as is required to keep up the character and completeness of the best end of the stock. A sale of this kind will injure a business if it is allowed to entirely monopolize the business to the extent that the most modern and best lines are neglected. A live, quick turn and constant hammering to dispose of this $10,000, with a constant keen watch to keep the other good lines safely covered with the most desirable goods, will not fail to reduce the stock, and will swell the bank account and draw in large numbers of people who have never traded at this store before. In consequence, it will not be necessary ever to discontinue that method of doing business. When this $10,000 stock has been disposed of at a loss, as expected, when the stock is down to $15,000, when the methods used prove that people will be and are attracted by reasonable statements and good values, then this dealer will find it easy to take the receipts from his $15,000 stock and buy small lots as often as he needs them and wherever he finds them, and soon his discounts and a large, live business will repay him for the stand taken.

I have here tried to show you how to do the trick, but I believe in order to teach most people how to do anything, it is necessary to also tell them how not to do it. Here is the way many retailers would go at the same proposition of their own accord:

They have made up their minds that they are to lose $4,000 on $10,000, but they have not the least faith in the determination. They start into an advertising campaign, and in most cases will mark their entire stock, including their best merchandise, down to cost, the old accumulations included. Very likely the latter will be marked a very small percentage below cost.

When that sort of merchant gets through with the sale, he is on the path to bankruptcy, because his entire stock has been sold at a loss. No one has paid him for his expenses of doing business. His accumulated stock has not been sufficiently reduced to have ben inviting to purchasers in preference to his new stock. In consequence, the latter has sold to a larger percentage. He is obliged to replenish with new goods, and if he has succeeded in reducing stock any, it will generally be found at the close of the next season that his stock is as large as it was, and his condition not as good as it was, because of the merchandise sold without profit.

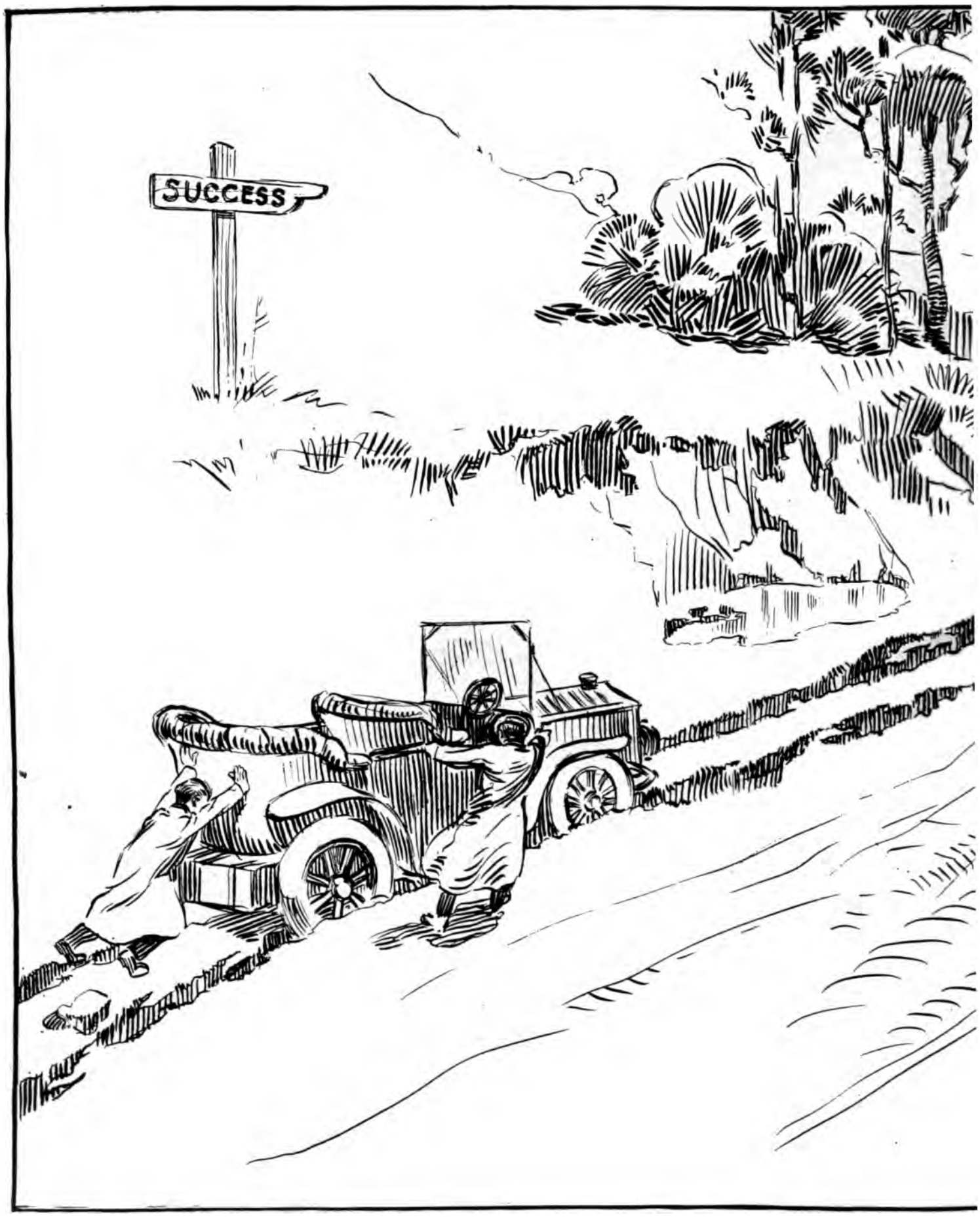
I witnessed a transaction in a clothing store recently where the merchant called a clerk to show a very excellent suit of clothes to a customer. The suit appeared to be exactly what the man described, although it had been carried over for several years. It was a suit that once upon a time was sold for $20, and its real cost was $13.50. It was marked at this time $13; and I heard the merchant tell the clerk to sell it if he did not get but $12 for it.

After the clerk had left, I ventured to advise the merchant to call the clerk back and tell him to sell that suit of clothes for $8; and I said to him that at $12 he had so many good-looking modern goods on hand, though they might not be of quite so high quality, that the chances were that his customer, who had not the advantage of all the technical fine points which suits cost, might pass up his $20 suit at $12 in preference to a modern pattern suit of the day at $12. The latter would probably yield a profit of $4, but would again leave the old suit on hand, to be sold at some future time at a greater loss. My arguments were smiled at, but in a very little while Mr. Clerk came back with a suit ready to do up that he had sold for $14, an elegant, desirable, up-to-date article that cost in comparison with the selling price—but the old suit still remained. That merchant went to work there and then and ordered his clerks to go over the stock and pull out all goods on hand with the exception of staples that had been in stock more than six months. I believe that man will have a great clearing, because he has realized positively the true condition demanded of correct clothing financiering to-day. A recent advertisement by an eastern retailer said, though not exactly in these words, "My stock is always clean, new, spick and span and never quite sufficient for each day's business. We could always use more. Thus I am always open to buy the right goods at the right prices."

I believe that this merchant states positive facts, and am almost positive that he is doing a good business.

It is the only way to make a profit in the clothing business to-day. Keep your stocks small, keep them attractive, and tell the people of the attractions you have for them. If your stock is larger than it ought to be, make it smaller; but take care that the methods of making it smaller are systematic, clean and businesslike. Otherwise, it will be only one other path to failure. There is no gain in switching from one track to another that will eventually merge upon the same path as before.

AN OBSERVER.



LITTLE SERMONS IN BLACK AND W

You may be headed in the right direction, you may employ the best mean

FOR THE RETAILER—NUMBER ONE.

y work very hard, but if you remain in a rut you will make little progress.

A PROFIT-SHARING PLAN.

A Plan of Store Operation in Which Every Employe Is Interested Because His Compensation Is Commensurate With the Zeal Exerted in the Conduct of His Duties— An Account of an Experiment Which Resulted Satisfactorily to Employes and Employer.

MUCH interest has been manifested not alone among students of social and political economy, but among others, in profit-sharing plans for the conduct of business. Naturally the interest of our readers centers about the application of this principle to retail store management, and in this connection the plan of the Great Department Store of Lewiston, Me., which has worked out successfully, is related below.

We quote here the words of the treasurer of the store, explaining the plan and its results:

"Several years ago we suggested to our employes the formation of a store employes' club for reciprocal benefits and obligations, this organization to be known as the Co-Workers' Club of the Great Department Store, its purpose to increase the efficiency of its members and to add to their social and business opportunities. It is a self-governed club, purely democratic, and has among its objects the advancement and the education of the employes and the strengthening of their interest in the business. Every two weeks this club holds its meeting in the reception room of the store. Papers are prepared and a general discussion follows, which pertains to the welfare of the store and improving the efficiency of its service. Any employe of the department store who has been in continuous employ for six consecutive months shall be eligible to make application. In fact, the membership is made up of all classes of employes, including night watchmen, delivery team drivers, porters, engineers, and, in fact, everyone, from the president down to the humblest employes, are beneficiaries in our special profit-sharing plan, whereby every co-worker member receives at the end of each six months a cash dividend based upon his salary, the amount of the dividend declared being determined by the result of the business and not upon the board of management. We figure that every employe is worthy of a dividend, in so far as he renders efficient service, and that the purely equitable way to base a dividend is upon the salary which every employe earns. We hold that the elevator boy is just as important in his position as is a director, in so far as he performs to his best ability and satisfactorily the duties devolving upon him. None of the employes have a financial investment in the store, but all have the interest of the co-operative idea, as evinced in the success of our business. The co-workers receive two weeks' vacation with full pay in summer, also two weeks' vacation with full pay in winter, and are given one-half holiday every Friday afternoon during July and August. The club is governed by parliamentary rules, its officers are elected quarterly by written ballot. Committees are appointed, namely: Advertising committee, accounting committee, executive committee, arbitration committee, merchandise inspection committee, membership committee, entertainment committee and co-workers' relief committee.

"The entertainment committee have managed various entertainments for the club, both private and public in nature, and during the winter in public halls, etc., and during the summer by excursions to the country and seaside resorts, and they have proven in every instance a big success, both entertaining and instructive along business lines. The co-workers' relief committee are constantly assisting needy co-workers in cases of sickness or accident, special relief funds being at their disposal with the service and consent of the club. Our Co-Workers' Club has been in existence for several years, since we first made the proposition to our employes. It brings the clerks together socially and tends to spread ambition on their part to improve business and is surely meeting the hearty co-operation and approval of the entire public, judging from the constantly increasing patronage, prestige and goodwill being extended to the Great Department Store. There are degrees of perfection that constitute the reputation of every concern and in our plan of practical co-operation and profit-sharing, as it has worked out, we feel a justifiable pride. We intend to continue our work on the same principles and according to the same liberal methods, both with our employes and the public, which has been responsible for the rapid and profitable development of our business. We hope that 'more light' on our plan may be the means of encouraging other concerns to adopt practical co-operative methods with their employes to the mutual satisfaction of the management, the co-workers and the public."

This question of equitable relation between the two factors in the conduct of a store is one in which the efficiency may be measured by the harmony that exists between the two, hence anything that enhances the harmony and increases efficiency and in an equal degree the profits, for that is the main object of all commercial relations, will at least gain the interest of merchants.

AN ADDRESS DELIVERED BY THE TREASURER, H. A. FREE, UPON PRESENTATION OF A DIVIDEND.

"Having recently taken semi-annual inventory, it is therefore an opportune time to speak of this important matter, and in a broad sense to know and to appreciate our standing. There is a feeling homelike and pleasant, there is a spirit of enthusiasm and loyalty in the air; there is a desire to be pleasant to each other and courteous to the customers; there is no friction among the buyers; between the buyers and sales people and between the employes and the management, harmony prevails.

There is a spirit of fairness; there are excellent opportunities and these are being filled from the ranks. You must have noticed all this. It's here—and it means something to work amid such harmonious surroundings.

In our inventory, do we ever overlook some of the big items? I have not in mind such important matters as merchandise, fixtures, equipment, etc., but such valuable resources as our store policy, our methods, our staff of employes and

other matters which play so important a part in the upbuilding of a store's good-will and prestige.

That our business is moving in the right direction, as a result in a large measure of our conscientious striving and painstaking care, we are all very grateful.

"No doubt we are pursuing store policies which, however good, admit of improvement. We should earnestly ask ourselves, how is this improvement to be made? We should give serious thought and suggestion to bettering conditions; let us not be satisfied, but rather harbor enough discontent to spur our personal endeavors for progressive store policies and discipline.

"There is a radical difference between right and wrong methods, and this difference represents either success or failure. That it is not mere 'chance' which is responsible for the growing success of this business everyone will concede.

"We know what good influences a progressive store has upon a community and its people, and it behooves us to constantly apply improved methods, advantageous alike to the public and ourselves, which will cause our business to obtain even a stronger tie with the good-will of the public.

"We should make ourselves larger than our positions; there are opportunities all about, waiting for us to become big enough to more than fill them. In buying commodities we all like to get a measure heaping full, and so it is with the employer buying services—he is looking for employes who more than fill the requirements. No matter how large or how small our present positions may be, if we wish for a larger one, we must work to broaden our abilities, so that we can consistently occupy a larger circle of usefulness and effectiveness. We must recognize that the 'clock of progress' has struck for a new order of business.

"I believe, therefore, that perpetual inventory should be taken and careful consideration given to the very important matter of store policy, as to its strong and its weak points, with an aim to reinforce and constantly better our store service to the public, ever keeping in mind that this store's services are made up of the efforts of each of us, as a personal unit; each one by the quality of his ability, service and conduct either adds to or detracts from the general reputation, character and prestige of this institution, and none of us can evade our individual responsibility.

"The better our store service the better our store environment, which, in turn, creates an atmosphere of 'cheerful endeavor' that always exerts stimulating influence and helps us to get 'happiness out of our work.'

"A happy worker not only does better work, but he radiates good cheer among his associates, which extends to the customer and serves as a tonic that cannot be too highly appreciated when taking account of the active assets of a retail business.

"It is the object of every progressive store to build up its patronage, which constitutes the vital life blood of the institution, and 'service' in its broadest sense is the watchword.

"Let us strive for a store service so meritorious that it will make an indelible impression upon the minds of the public, and our rewards will increase in just ratio and come as a compliment from the public.

"In behalf of the Board of Management, I take pleasure in handing you 12 per cent cash dividend checks; please accept them as 'reward of merit,' and by our 'best endeavors' as 'working partners' may we this season accomplish even better rewards.

H. A. FREE,
Treasurer.

THE HABIT OF KEEPING BUSY.

KEEP your force busy! Nothing is more demoralizing than to let the clerks spend their time in gossiping or idleness of any kind. One sort of inattention invariably begets another, and the feeling that they are "engaged," or "busy," doing nothing, is as well defined and expressed as when they are

DOING SOME KIND OF PROFITABLE WORK.

When you permit the store to be turned into a reading-room or a debating club, you invite insubordination and neglect. It takes the snap out of the force to let the lines drag. Not that it is at all necessary to "drive" or "dog" the help, but it is an indispensable proposition that they be

KEPT BUSY.

Anybody dislikes to be disturbed in the middle of an interesting article he is reading, and will try to glance over the remaining lines before he gives his attention to the customer, who is not made to feel welcome when the paper is relinquished with evident reluctance. Or, when the force is congregated to discuss a subject of mutual interest—like baseball, outing, or some special function—

WE HAVE SEEN THE CUSTOMER WAITING

with evident annoyance for the interesting climax of the discussion.

Business is the reason for the presence of the help, and this should never be lost sight of. We but recently stepped into a store employing several clerks—fully as many as the average clothing store. The absence of the proprietor

GAVE RISE TO THE OPPORTUNITY

to discuss the baseball score, and a lady who came in to make a purchase was obliged to walk forty feet, under the scrutiny of six pairs of eyes, and then to face the knot of men who were so evidently engrossed in a matter she knew prevented them from being at their posts in the front of the house.

One or two such experiences will most successfully drive any well-ordered mother from the store for all time.

HAVE SOME SPECIAL THING FOR EACH CLERK

to attend to when he is not engaged in selling, for then it is necessary that he should be undisturbed—even though undue advantage be taken of this situation by the clerk.

It costs as much to sell the annual amount which the normal equipment of the store demands, as it would 25 per cent more; therefore,

USE THE IDLE TIME OF YOUR FORCE

to go after trade—never neglecting the idea for an hour. Let a blade be exposed to the air in idleness and it rusts, but let it be used but a minute a day and it keeps bright—so with the mind. Use it, and it thrives on what it feeds on;

KEEP IT FEEDING ON TRADE-BRINGING.

Suggest to the help personal letters at this season of the year; let them write to every acquaintance and tell what attractions you present in the store this season.

Have each man report once or twice a week the sizes and cost of the stock of which he has charge; keep the boys

BUSY WITH WORK THAT WILL DEVELOP THEM

as salesmen from the minute the doors open until they close; have something done every minute and the help will soon take it as a matter of course and put the same energy into serving the customers—but let them "swarm" and they will be too busy to wait on trade.

SHOW - CARDS AND SIGNS.

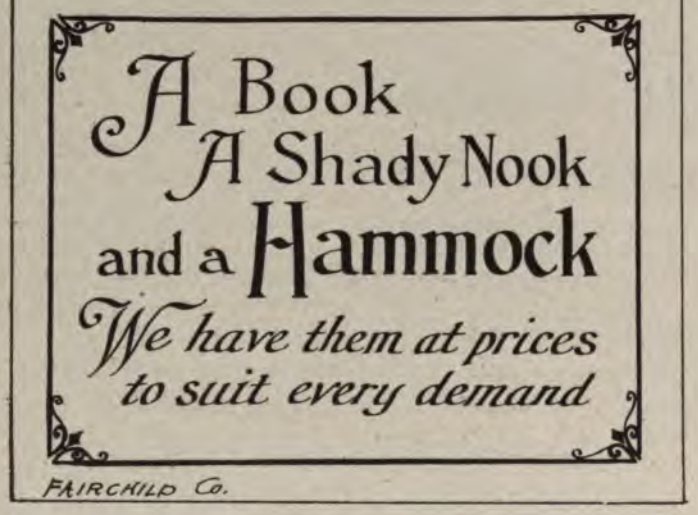
INQUIRIES Relating to Materials, Criticisms of Practice-Work or Designs, Methods of Making Signs, Price Tickets and Cards, should be accompanied by a stamped envelope addressed to PALETTE, care of this Magazine.

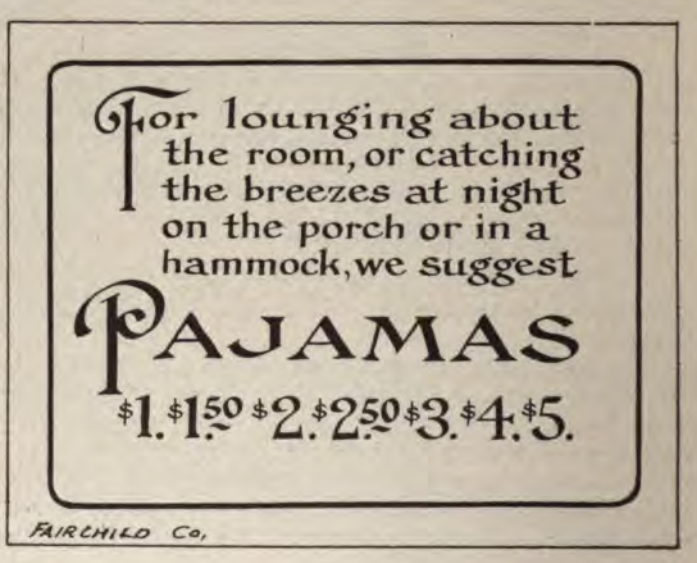
☞ Following the opposite page we show an advance sheet from FAIRCHILD'S RAPID LETTERER.

PEN LETTERED WINDOW CARDS.

VARIETY of styles and sizes of lettering are embodied in the four designs shown. The inner borders on the cards are made with a brush. To make corner ornaments uniform, use tracing paper and transfer the design by first tracing with a soft pencil, reversing it, and then follow with a hard pencil the lines which show through the back.

The smaller your letters the more noticeable is any irregularity. The first card shows slanted letters in contrast with upright headlines. The shirt card exhibits harmonious slanting. The third card displays the use of condensed upright letters in contrast with others. The last card shows grouping of small letters. Were it not for the faulty position of the letters "o" and "h," in the words "on" and "hammock," this card would be nearly perfect. The long-stemmed F is very pretty.





A GROUP OF HOLIDAY PRICE TICKETS.

THE retailer who shows enterprise in observing national holidays awakens the interest of Americans as well as foreigners.

While the designs here shown are intended for hats or shoes, they can readily, without the tabs, be utilized for any merchandise.

Card A print black on yellow or on gold. The bow can be tied of satin ribbon and glued to the bell loop. For large cards use wide ribbon; for sizes here shown use narrow "baby ribbon."

Design B is especially intended for Lincoln's birthday. It should be printed either dark brown on light brown or black on medium brown card.

Card C can be printed black on white, and the cherries painted red; or print dark green on light green card, then paint the cherries.

Card D can be printed medium blue or white; if desired, the sword handles can be touched up with yellow, or any of the numerous colored bronzes.

Card G, for July 4, makes an agreeable decoration if liberally displayed. Print black on warm red. A small hole should be pierced in the center of the top, with a darning needle threaded with twine. This should project 2 inches. then be cut off in the back and fastened there with a touch of glue. This device enlarged makes a showy central window card.

Card F can be utilized for the 17th of March, St. Patrick's Day, or for any display. Print medium green on white or dark green on pea green. The Easter egg can be printed black on any color. Purple on heliotrope is undoubtedly the most refined effect. Heliotrope on white is also decorative. Any of these designs can be suspended from a matched colored ribbon, which is glued on the back of an embossed paper seal containing the firm's initial. These can be bought in small quantities at trifling expense at most stationery stores.

When in the neighborhood Drop in.
Always
Something New
to show You.
No trouble to Show Goods.

FALL STYLES
READY.
Exclusive Creations
Ready for Inspection.

FALL
OPENING

Fall
Styles

NEWEST STYLES
FOR
MEN'S WEAR

Our Promises do not End in Smoke!
Everything SOLD
HERE
as Represented.

NEW FEATURES IN PARISIAN SHIRTINGS.

Some of the New Shirtings and Other Novelties Shown in the French Capital, Illustrated With Notebook Sketches by Fairchild's, Paris.

ALL the shops are showing fancy shirts. As mentioned in a previous article, the new feature of these shirts is that they show as much white as possible. Apart from the striped effect, spots or small designs, ovals, circles, spots and diamonds (Figs. 1, 2, 3, 4, 5) become more and more the right thing. Those designs are carried out in blue, mauve, green, black, wood and sepia colors.

Fig. 6 shows an original design—diagonal mauve, red or blue stripes on a white non-pleated front; made by Franck et Braun.

Fig. 7 is an attractive design shown by "Les Cent-Mille Chemises." It has six small black transverse lines, underlined by a darker and wider line, followed by a golden stripe. This will be worn with a black bow, crossed by golden stripes. The same pattern can be carried out in blue or mauve.

Fig. 8 is a combination of lines and diamonds made by Paquin Bertholle et Cie on the Boulevard.

The bodies of the shirts just described are of striped design. There is now a new kind of shirt, which is made by the more fashionable shirtmakers, like Veron Rue Royale, La Grande Maison de Blanc, Carnaval de Venise, David Charvet.

The fronts are made of soft materials, thread and silk, with small pleats (Fig. 9); on both ends of each pleat runs a small line of mauve, green, sepia, orange or wood color. The same between two pleats. The bodies are plain and of the same color as the lines.

Wood color, which is a kind of cream-coffee and orange, is the very newest shade in shirts. Sometimes wood lines run between two or three black lines.

Fig. 10 shows a new shape in a cuff by Veron, to be fixed on the above-mentioned shirts.

Small lines close together, colored backgrounds, spots, are the features of the modern shirt.

There is another tendency; that is, to make ¼-inch stripes of one color, but shaded (Fig. 11); for instance, going from pale gray to dark gray, from pale wood to sepia, and so on.

M. FIRMIN GEMIER.

Actor and manager of the Gemier Theater, wearing a tie with gray background, mauve and black stripes; gray fancy vest, soft cuffs.

Such designs are found at La Grande Maison de Blanc; a single stripe in the middle of each pleat and one on the middle of the background of the front, between two pleats. Body of the medium hue.

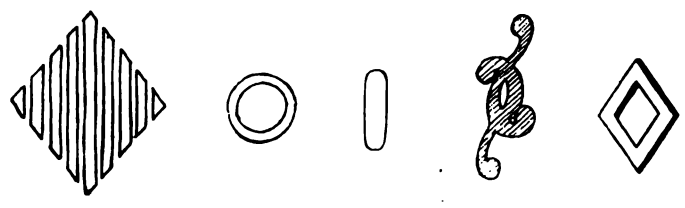
Bandana silk-made bows in blue, green, mauve or spotted white are the right thing to wear with a lounge suit, with blue, green, mauve striped or spotted shirts; plain brick silk bows or ties will match the blue or wood shirts.

Fig. 12 is a creation of Franck & Braun. The background is rude blue, crimson or green, and the spots oval and rather big, with small threads of same color as the background.

Though there is a tendency to brighten the ties, black and white or dark colors—dark olive green, dark navy blue, dark maroon with black stripes or vice versa (either stripes or foliage effects) are always the right thing to use on a white front when a morning coat is worn.

Fig. 13 is a little wood aeroplane screw used as a scarf-pin, designed by the Carnaval de Venise, Boulevard des Capucines.

Fig. 14 illustrates a collar the writer recently saw worn by a distinguished gentleman on Rue Royale; it was the first time he had noted a fancy collar worn by any man other than a worker. The background was white with two sloping mauve lines running across it. The shirt was a white pleated one with perpendicular mauve stripes. The tie was gray in background, with black stripes underlined with mauve lines.



The rough sketch, Fig. 15, shows a new patent suspender made by Franck & Braun, Chaussée d'Antin. Trousers, such as the plank shape which are now in fashion, will not look well or hang straight if they are not properly suspended. The braces shown are built for the portly men whose trousers are always sloping down.

In this system there are twin elastic ropes ending in a loop which can be fixed to the upper front button of the trousers. They pass over a little bone-wheel (A) fixed in a metallic clasp (G); each of these ropes ends with another small wheel (G) supporting the proper suspenders (B). The clasps can open so that you can take out the trousers without unbuttoning the suspenders. The little wheels insure free movements of the body.

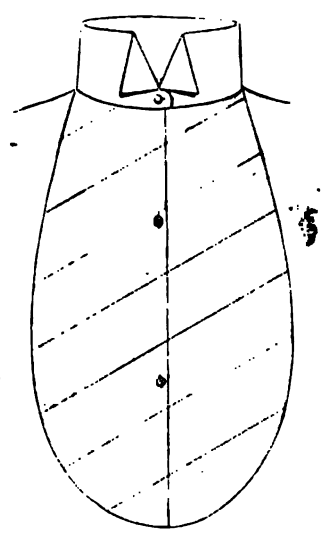


Fig. 6.

Fig. 14.

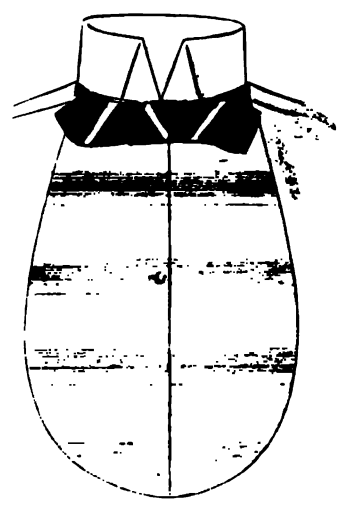


Fig. 7.

for cut, cloth and fit should be quite sufficient advertisement. Hosiers of renown are perhaps a little less austere and grace their windows with a few choice materials for ties or shirts, which are made up according to the orders of their patrons. This class of window is only to be seen in Paris among the old established and expensive English houses around fashionable districts of the Rue St. Honoré or in the Champs Elyseés, where the conseravatism of the English is still strictly maintained.

The average Parisian tradesman, even of the highest standing, decorates his windows in a manner both attractive and artistic, and in every way more interesting to the passing male than anything he will come across in the English capital.

Among the cheaper establishments in London a perpetual liquidation or clearance sale is so very popular that the window is invariably filled by a heaped-up collection of miscellaneous goods, the original prices of which are carefully crossed out and the sale price figure substituted, while in those where the eternal sale is not so favored, the window effect is usually spoiled by overcrowding or the too great variety both in color and the nature of the articles displayed. French shops catering for the same class of customers are seldom guilty of either of these faults and their premises are always models of neatness and taste, even though the quality of the goods is inferior to that of the English manufacturers.

Take as examples three well-known Parisian hosiers and a similar number of tailors, and endeavor to describe their manner of window-dressing. We will choose firms whose customers are of widely different social standing, in order to better the illustration. First let us examine the handsome display at the aristocratic hosier, Doucet, Junior, whose premises are situated in the fashionable Place l'Opera. In one window are seen half a dozen pairs of openwork silk socks, all of the same color, not crowded together, but distributed at equal intervals throughout the whole showcase. Between each pair are a similar number of wide-ended four-in-hand

PARISIAN WINDOWS.

IN a recent Paris letter passing reference was made to the art of the Parisian window dressers.

In London the windows of leading West End tailors and hosiers are conspicuous by their bareness, many tailors being quite content to display only a screen bearing the name of the firm, together with some such lettering as "Court, Military and Civil Tailors," which announcement is the sole indication of the business of the establishment in question. Such a house would consider it infra dig to display any articles or materials of their trade except to such customers as may choose to enter the interior of their premises, the suggestion, of course, being that the firm's name

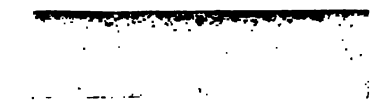


Fig. 11.

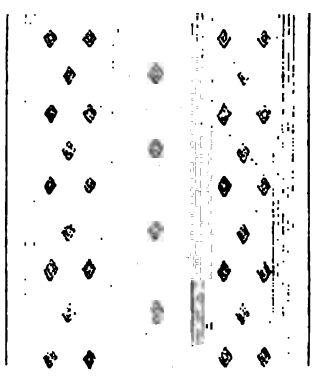


Fig. 8.

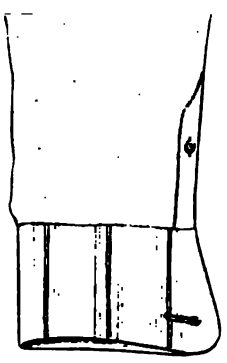


Fig. 10.

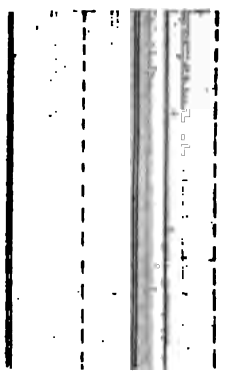


Fig. 9.

Fig. 12.

Fig. 13.

ties of different color to the socks, but not such as to clash with the color scheme of the whole display; while, lastly, three or four silk handkerchiefs, whose color also harmonizes with the other articles displayed, fill up the spaces at the bottom and sides and prevent any appearance of bareness. In the other windows of the same firm the dressing is on exactly the same lines, though the goods shown may be different both in nature and color. Establishments of this class never mark any prices either on the wares themselves or in the window, and anybody making purchases there must expect to pay a somewhat heavy rate.

Next we will detail a window of the "100,000 Chemises," a firm who have numerous branches throughout Paris and are much patronized by the middle classes and those whose income does not permit of reckless extravagance. In this instance we will take the branch in the Boulevard des Italiens as being the largest and best situated. There the dressing is not unlike that of Doucet, though perhaps a trifle more brilliant in color. The price of almost every article is marked in neat gold fancy lettering on small artistic cards. In one window may be fifteen or twenty four-in-hands and a similar number of bow ties arranged in rows, each row displaying four ties of either shape, all of them identical in color and texture, while the other rows—though the wares differ a trifle in pattern and texture—vary but slightly in tint; thus the whole window may be green, blue, mauve or any other color, with several different shades introduced. In another window will be only shirts, in a third, hats, and so on; none being in any way overcrowded or clumsily arranged. In establishments of this class one frequently sees a neat card in the center of each window bearing the announcement, "Lundi prochaine, gants"—which means that on the following Monday there will be a special sale and display of gloves, or the notice may refer in the same manner to ties, shirts, socks or any other separate item of men's hosiery. In these cases one finds a similar article in all the windows, though in one it may be gray suede, in another brown, and in a third tan driving gloves, and so on.

Almost every shop in Paris rearranges its entire window display at least once a week, while some even go to the trouble of doing so daily, though these are not very numerous.

Lastly, we will take the window front of a firm whose customers are entirely drawn from the working classes, and whose prices are wonderfully low, with the quality of the goods corresponding to the price. The example we pick out is Mietzer et Cie, in the crowded Rue Montmartre. Here far less taste and a slight overcrowding of wares is noticeable. One window will contain ties of all shapes and sizes, either ready-made or otherwise, in extremely gaudy colors. Socks, handkerchiefs and collars will also find a place in the same window, while odds and ends, such as links, suspenders, cuffs and other minor articles, will be used to fill up the empty spaces. A window such as this invariably bears the notice, "Every article shown here, price 1 franc." In spite of the inferiority of the goods there is not the jumbling together one notices in the same class of shop in London. The window dresser, though not an expert, has at least made some attempt at artistic effect, and one will notice each article straight and level with the next one, and at equal distances apart. Further, there will be no mixing of the different items. Collars may fill the bottom of the window, ties the center, and the socks and other articles the sides. Other windows of the firm are dressed in much the same way, only with shirts, fancy waistcoats, braces or other goods in place of ties, collars and socks.

Fig. 15.

Now as regards the tailors. We could not find a better example of the high-class firm than in Messrs. Carter & Ligard, in the Avenue de l'Opera. Here in each window are to be seen just three pieces of cloth, all of one color but of different shade and pattern. The material is of the very best quality English manufacture, and of the latest and most fashionable design. Each piece of cloth is thrown lightly over a cardboard stand, and on top are some fabrics for fancy waistcoats which will harmonize with the suitings in the same window. The whole effect is plain and simple, but eminently high class.

Of the middle class and cheaper tailors, the establishment designating itself "The High-Life Tailor," at the corner of the Rue Richelieu and the Boulevard des Italiens, is an excellent example. Here every advantage is taken of a magnificent frontage.

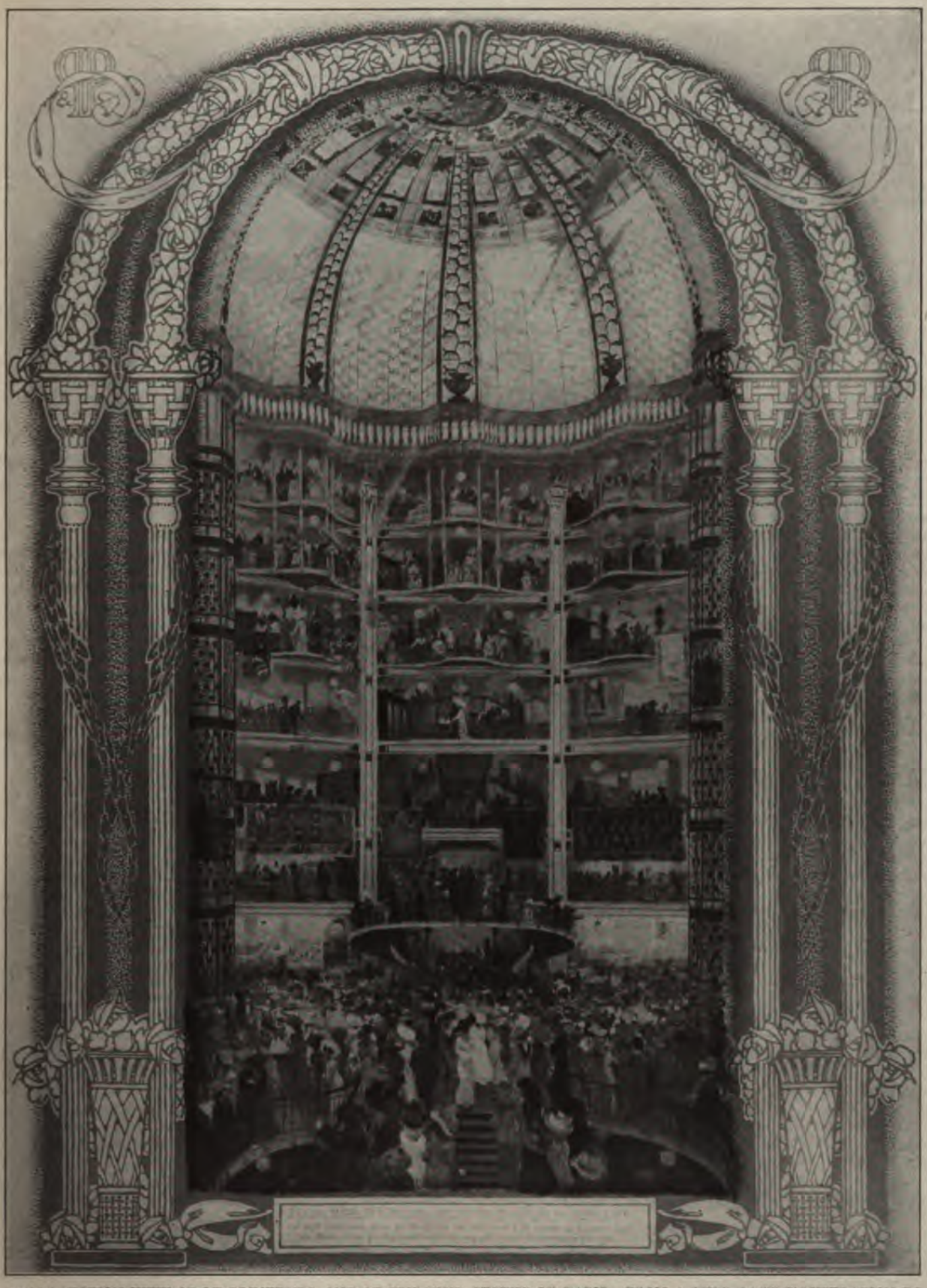
THE CZAR OF ALL THE RUSSIAS AND THE KING OF ITALY.

Photographs of the Czar as a sportsman are somewhat rare, and the above snapshot of the Russian Emperor (seen on left of picture) with the King of Italy has a unique interest. The photograph was taken during a recent visit of the Czar to the King of Italy, and shows both monarchs in costumes not usually associated with sport in English eyes.

THE ARTISTIC COVER DESIGN OF THE BOOKLET WHICH THE GREAT PARISIAN STORE, LE PRINTEMPS, PRESENTED TO EVERY WOMAN CUSTOMER ON THE OCCASION OF THE OPENING OF THE NEW BUILDINGS. THE LETTERING IN FRENCH BELOW THE PICTURE READS: "DEDICATED TO THE LADIES, TO THE BEAUTIFYING OF WHOM SO MANY ARTISTS, THE MANAGEMENT AND EMPLOYES ARE DEVOTED AND WORK UNCEASINGLY."

THIS ILLUSTRATION OCCUPIES THE FIRST PAGE OF THE BOOKLET AND SHOWS THE ARTISTIC FEATURES OF THE OLD AND NEW BUILDINGS. IT REPRESENTS AN ALLEGORIC FIGURE OFFERING TO THE PRETTY CUSTOMERS THE TWO BUILDINGS, WHICH ARE SITUATED OPPOSITE EACH OTHER ON BOULEVARD HAUSSMAN.

LE PRINTEMPS, PARIS.



A CROSS-SECTION VIEW OF LE PRINTEMPS, ONE OF THE NEW STORES OF PARIS. FROM A FULL-PAGE ILLUSTRATION IN A RECENT BOOKLET ISSUED BY THIS CONCERN.

FAIRCHILD'S, LONDON, SAYS:

THE general mourning of the past few weeks is rapidly changing to lighter shade effects. Advancement of the season has brought to the fore new goods and many novelties. Smart set men who "do" the river are now patronizing the houseboat and bungalow for weekly recreation. A select few are wearing a becoming boating suit, the material a cream cassimere, with black pin stripes running through about ¾ inch apart. The coat is cut on the single-breasted lounge model, but with a longer wide soft roll. Plain pockets with flaps have taken the place of the patch pockets. The seam and vent in back still remain in vogue, with a tendency to slight waist effect. Trousers are cut peg-top style, permanent turn-up. We note the hip pocket is now nearly extinct. In the theater hours very smart dress overcoats can be seen.

The dress overcoat illustrated here has found favor, especially with the club man. It is made from a black vicuna cloth and cut with a slip-on shoulder, with extra deep scye, loose fitting in body and skirt to avoid any creases on the undergarments, lined throughout with satin, which is brought to the edge of fronts; the collar self material and lapels step-roll style. The long soft roll continues right to the bottom of coat, giving a negligee appearance. A loose, narrow double cuff gives the sleeves a finished effect. Many are to be seen without pockets. Jermyn street tailors prophesy a great future for this garment in preference to the dress cape chiefly worn by the elite Parisian.

Scrutinizing the Bond street window displays one is struck with the predominance of zephyr and taffeta shirtings. Shirt experts are advocating the soft pleated negligee shirt of zephyr for informal occasions, made chiefly in delicate shades of mauve, plain pleats, varying from a quarter to half an inch. The narrow soft double cuffs are still holding sway. Rich white Jap silks are also shown, made up either pleated or plain soft fronts.

Neckwear specialists introduce a new silk knitted tie made in a very fine weave with shot silk effect, black and silver grounds. This has entirely excluded the coarse weaves, owing to the production of the cheaper grades. Rich Spitafields are very prominent in the full, loose-end shape.

The warm weather of the past few weeks has drawn attention to suitable underwear. Such authorities as Hummel's and Harborow's show a particular line in a fine Cell-nett of silk and wool mixture in various shades, chiefly plain, and a few with rather daring stripes.

In the half-hose line lisle thread makes have preference; principally plain colors with fancy clocks, also plain colors with a vertical dropstitch, which gives an openwork effect. The rib silk socks in a variety of art shades continue to hold their popularity.

The new Piccadilly Arcade has now assumed a finished appearance and will be largely favored by the fashionable circle. Here is noticed a waistcoat novelty aptly named the "New Piccadilly," made from a fine soft cloth cord in a dove-gray shade, cut on the single-breasted style, buttons four, with a five-inch narrow V point. The feature is the introduction of a narrow soft step-roll collar and extra low V opening. Only two pockets appear.

The fancy waistcoat continues to hold the public favor, but is confined to plain shades in numerous materials.

In dress wear displays a French ruffle-pleated dinner shirt has been nominated. The front is made of a fancy pique pleat a half-inch wide, two pleats on each side of center, and the ruffle of perfectly soft lawn is set between the pleats, the ruffle being twice the width of the pleat. Two stud holes and the cuffs are well rounded.

Talking with a few principal hatters, they all give their verdict for the new shape straw boater, with quite a wide brim, serrated or rough edge, to the exclusion of the beveled. The crown is a little lower than previously worn, with a black silk band almost to the top. Also a fine pedal straw, a trifle smaller in shape, which looks uncommonly dressy. Scott's are producing a rather alarming shade in the soft felt Alpine hat—quite a champagne tint, with extra deep band in dark-brown silk, and the edges bound to match, about half an inch wide. They anticipate a great demand for this, especially for sporting occasions. The recent Derby, the Blue Ribband of the turf, was patronized by England's most prominent men. Many were there who determine the trend of fashion.

A DRESS OVERCOAT POPULAR WITH THE CLUB MEN

In the interesting group illustrated here, reading from

left to right, are Mons. Halbron; "Mr. Fairie," owner of the winner, Lemberg; Alec Taylor, trainer; Sir William Bass and Lord Cholmondeley.

The markets in all branches have considerably improved during the last ten days. London is now full of American and continental visitors. The retailer forecasts a future of exceptional business, providing the weather continues seasonable.

The Japanese exhibition is attracting to London a number of our oriental allies. A real live retailer in the city has made a timely display of a real Japanese crepe shirting, hand woven in Japan. The whole window was displayed in plain colorings, introducing two life-size Japanese figures, which gave a real oriental effect. This business and branches, Austin Reed, Ltd., advertise on a very extensive scale, which has brought them to the highest standard of success.

SILK HATS IN ENGLAND.

IT is curious to go back to the time when the silk hat itself was an innovation. Yet it was not before the year 1810, according to The Graphic, that the first silk hats were manufactured in England and worn by men of great daring. The shop in which they were first made still stands at the bottom of St. James's street, and the present Mr. Lock, whose great-great-grandfather was hatter to King George III., has relics of some of the early models which succeeded the beaver of the eighteenth century and won the favor of the bucks and bloods. They are very tall in the crown and have a straight brim. It was later in history that the brim became curled back with what is known as "the Anglesea curve," after the Marquis of Anglesea, who, in a moment of sublime inspiration, designed this new and lasting alteration. Few people now wear hats of the older style, but one of them is Mr. H. B. Irving. With that well-known love of the artistic temperament for antiquities, his brim is without the Anglesea curve, and is exactly similar in design to a hat I saw recently in Lock's shop, where the dust of time has settled on it for sixty years.

A tall hat, short and dumpy in the crown, and wider in the brim, became fashionable, specially among patrons of sport, in the early and mid-Victorian era. Admiral Rous and Mr. George Payne, well known on the turf, adopted this style, and "Poodle" Byng made it very fashionable in the town. From Mr. Cooper of the Dorking Coach the fashion descended to the drivers of horse 'buses, and it may still be seen in the taprooms of highway hostelries, where the last of this genial race of men curse the advent of the motor car, and shed tears into their pots of beer. Curiously enough, the modification of the "dumpy" style of top-hat may be seen on the bold brows of Mr. Winston Churchill.

Here and there, in the old-established clubs of London, where old traditions linger on, one may still see hats which carry one's imagination back to the portraits of our great-grandfathers. To watch Sir Walter Gilbey cross St. James's street is to see an English gentleman of the old school and a hat which for majesty of outline inspires one with reverence. Sir Squire Bancroft's hat, with its bell-like curve, is one of our last links with Old London. Its architecture stirs one's emotions. The Earl of Cork's hat is a never-failing delight to the young men at the Garrick Club, and has inspired "Brummel" to many philosophical meditations on the departing glories of English fashion.

But it is good to know that with the renewed power of the Conservative party the silk hat has regained some of its prestige, for with the final disappearance of the pot hat from Parliament will come the destruction of our most venerable institutions, and, in the words of Lord Rosebery, "the end of all things."

AN INTERESTING GROUP AT THE DERBY, AND LEMBERG, THE DERBY WINNER.

ENGLISHMEN TURN TO BLUES.

"Commentators upon London fashions for men tell of tailors almost overwhelmed with orders for 'lounge suits of deep, rich blue," says a recent ad of the Wanamaker store, Philadelphia. "These are for wear in the period of emergence from mourning for the late king; and, besides serving well gradually to lighten the present somberness of British fashions, will serve even more to compliment the new sailor king. Incidentally, it is indicated that, while the new king shows intention of following the example of his father in ruling British fashions for men, his taste inclines more toward decided colors than toward the tweeds and plaids of the reign of Edward."

A FIVE AND TEN CENT STORE IN LEEDS, ENGLAND.

An American firm has opened a shop here called the Three Pence (6 cents) and Six Pence (12 cents) Store. The store occupies a large three-story, centrally located building.

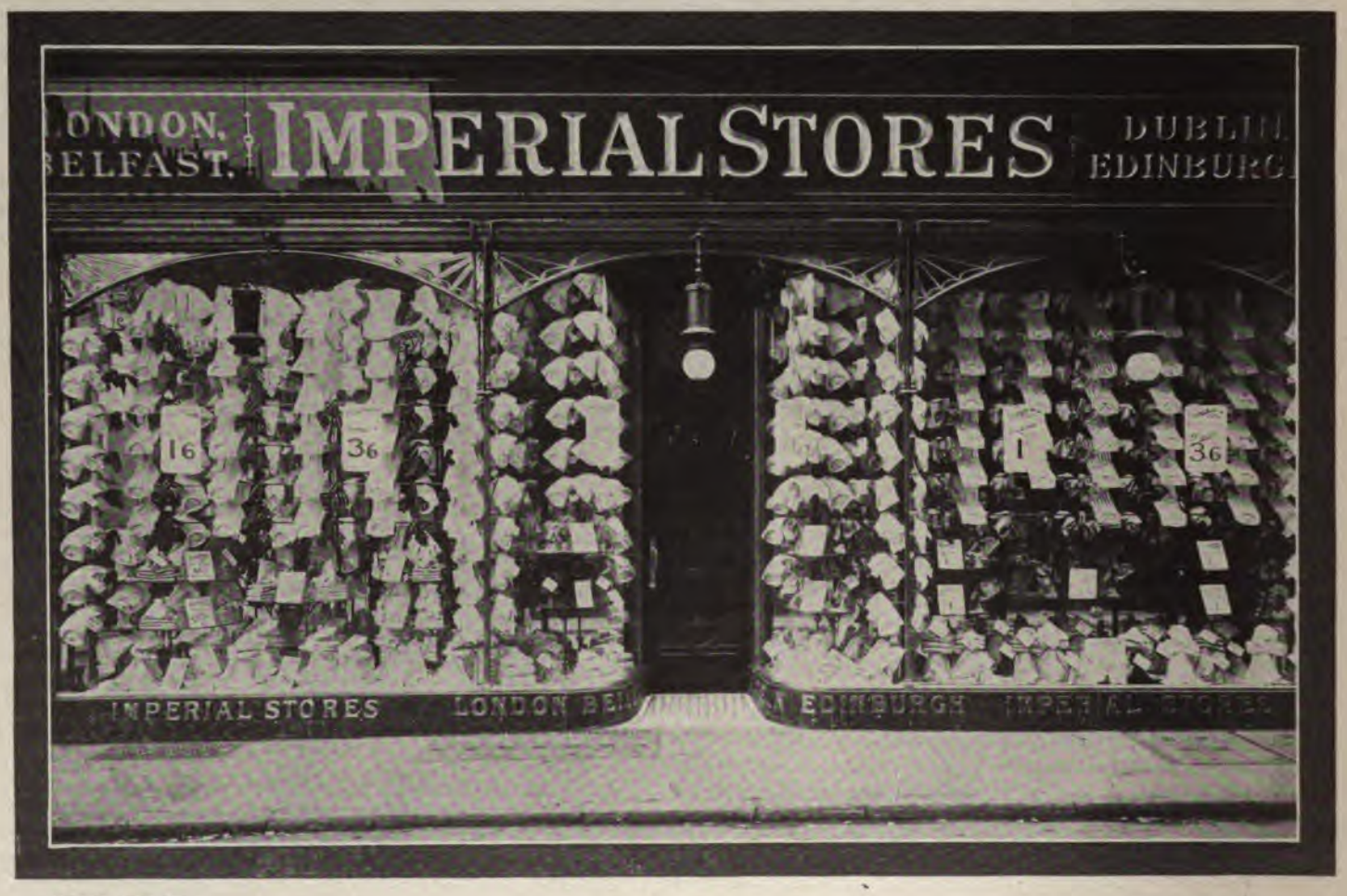
DISPLAY OF JAPANESE CREPE SHIRTINGS AT THE BRITISH-JAPANESE EXHIBITION.

WINDOW OF IMPERIAL STORES, REGENT STREET.

The new firm, the Imperial Stores, are at present making some very smart displays. The picture shows the two side windows. Built on a corner, they have an equal amount of window space in the front, which is dressed in a similar style. This show of shirts is about the finest (as a display) to be seen in London. Their styles are quite good, while the prices are decidedly moderate, considering the excellent quality of the materials.

Shirts shown on right are in white grounds, with stripes of various light colors, relieved at bottom with specimens of underclothing. The ties are of plain colored silks; shown behind each are white handkerchiefs with borders in colors to match ties.

In the left window all shirts are the popular white with black stripes, and remainder of articles in similar style. Quite all of the best displays of the moment.



How The Ads Look to Me

Daily Advertising

By "The Man on the Firing Line"

VOLUME OF BUSINESS LARGE—GROWING EVERYWHERE—EVERY DAY PRICE ACCORDING TO ITS VALUE

DAILY ADVERTISING.

Kindly note that we invite ads for criticism. If personal reply is expected, please inclose stamped addressed envelope. Otherwise the comment will be made through the columns of this department. Address

"THE MAN ON THE FIRING LINE,"
Care Fairchild Company, 42 East 21st St., New York.

WHAT'S THE MATTER WITH COMPARATIVE PRICES?

ONCE in so often an advertiser breaks out with the acknowledgment that his ads haven't been just exactly truthful and that hereafter he will cut out comparative prices. While I admit the temptation to overrate the value of merchandise is strong, still I do not see the necessity of dispensing with comparative prices if you stick to facts. Why should the public think any more of the reformed concern who had exaggerated values just because they quit? What prevents the opinion that their announcements are equally unreliable if they advertise a $15 suit as a good one for $15? Wouldn't the people be as skeptical as though the store advertised $20 suits for $15? This proposition, to my mind, is the same as any other in advertising. In measuring the value of ads it all depends on whose name is signed to them. A store which has always enjoyed a reputation for veracity will reap great results from the advertising of certain reductions. Another firm who get credit for telling about half the truth are compelled to use large spaces frequently to keep business going, and it is always sale time with them. There is nothing the matter with comparative prices. The fault is with those who use them.

Come now, let's look far into the future! We merchants and advertising men have the making or the ruination of advertising, for it is in its infancy even now. "The truth, the whole truth and nothing but the truth." That's the only way to make advertising pay 100 per cent.

31-PAGE AD FROM ATLANTA.

I thought so, and it has come to pass. Atlanta would not stand idly by and let the little burg of Chattanooga carry off the "space-eating" championship of the South with a puny little 16-page clothing store ad, so Daniel Brothers Company of Atlanta blossomed out in the Friday, June 10, Atlanta Georgian and News with 31 pages. Think of it, four thousand three hundred and forty inches devoted entirely to merchandise they sell! No special occasion for this prodigality—it merely happened. A careful perusal of the ads revealed only 1½ pages of Daniel Brothers' exclusive copy, the rest was devoted to page, half and quarter page ads of certain manufacturers. Of course, if the wholesalers are willing to "give up" for such an advertising "stunt," why, no one could blame Daniel Brothers Company for taking advantage of the opportunity. However, as I regard advertising as a means to obtain business, I look also upon this method as an example of wastefulness which I think newspapers should not encourage. It certainly does discourage other stores, since very few can hope to compete in such excess of the space limit. On the other hand, and assuming even that the manufacturers did pay for 29½ pages, just think of the splendid return in actual sales if these 31 pages had appeared on 31 days or a longer period, since there were half and quarter pages. At the right time a page about a certain kind of underwear would have brought direct business, while in this medley of matter hardly one line stood out from the rest, and scarcely any reader who took time to wade through the 31 pages could give you any idea of what "makes" he had read about.

Daniel Brothers Company's store in Atlanta is not large enough to take care in one day of one-fifteenth the business which should rightfully result from that expenditure of money. Indirect result? Accumulative results? Well, I never felt any good ad was ever wasted, though the time of its appearance may have been offset by unfavorable conditions; but, take it from me—daily advertising is intended for direct returns, and the man who figures otherwise had better figure again. The daily paper scarcely outlives 12 hours, for another is there to take its place. One year's advertising in one day may be a clever advertising "stunt" (and I am just foolish about "stunts"), but I'll take the cost of these 31 pages in Atlanta, or any city of its size, and for the money make a bigger advertising hit. There are a great many ways of spending money for general publicity presenting themselves daily to the live advertising man.

J. C. BURNS & CO.

of Greenwood, S. C., and four other southern towns, sent in a flaming circular 21½x30 inches, reproduced as No. 1. It called attention to a "Big Red-Hot Sale," and could have been intensified by the addition of red ink. Otherwise it was quite noisy enough. It is the sort of conglomerate mixture of cuts and prices which defies serious criticism. I appreciate the limitations of the small printing office and the illustrative resourcefulness of most stores. Men who have used handbills for years are discarding this method of publicity. No doubt there still exist places where the newspapers have not realized their opportunities, and there handbills may prove profitable. If J. C. Burns & Co. are confronted with this rare condition of affairs I am sorry for them. Their circular ought to bring business. It is large and bold, and sacrifices typographical attractiveness and cymmetry to noisiness. It has plenty of prices, and all reduced enough to satisfy the most persistent bargain hunter. It is one of those ads to which I referred in a previous article with the sage (?) observation: "If it brought results it is a good ad; if it didn't, it isn't."

THE "DECORATION DAY" AD,

shown as No. 2, was sent by the A. J. Brumberg Company of Ironton, O. If it was a July 4 ad it would be almost as appropriate. The illustration is very good, but otherwise it is not especially pleasing. They make a rather surprising statement; after telling of Panamas $4 to $7, they say: "See what we have for $2 and $3. They can't be told

MEN'S WEAR.

BIG RED HOT SALE!

RED HOT PRICES
5 Cut Price Stores Selling Same Good for Less Money
"THE SAME IDENTICAL GOODS FOR LESS MONEY" "MORE OF THE SAME GOODS FOR LESS MONEY"
RED IRON RACKET
J. C. BURNS & CO. FIVE CUT PRICE STORES
GREENWOOD GREENVILLE, LAURENS, ANDERSON, SPARTANBURG
The South's Leading Department Stores

Decoration Day Specials

ARE YOU READY?

Just to show you how "very ready" we are, come in and see the great spec
we are offering this week before Decoration day. The greatest values we h
ever shown, and as a special inducement we place on sale, at special prices,
greatest blue serge values we have ever shown, 200 suits in all. Every give
style. **$10.00 Values $7.50, $12.50 Values $10.**
$15.00 Values 12.50.

AND THE PEER OF ALL SERGE SUITS **$15.00** They are sold for $
$20.00 by every stor

More Straw hats, more styles, and less price for good, fine hats, $1.00 to
Our Panamas are wonderfully fine, $4.00, 5.00, 6.00 and 7.00. See wh
have for $2.00 and $3.00. They can't be told from Panamas.
Athletic underwear for 38c worth 50c, and sold for 50c by all.
Sox and Ties. Everything new. Wash 4-in-hand and string ties 2 for

The A. J. Brumberg Co.

We always save you money. Tell The Truth Clot

Every Man in San Francisco should Know that a First-Class Suit can be Bought at Pragers at - - - $9.95

$6.00 Men's Trousers $2.95
$2.00 Wash Vests 95c
Men's "Metropolitan" Hats $1.50

Men's Suits---A special lot worth double our price . . $6.95

Mothers—It's Time to Think of New Clothes for Your Boys

Splendid Specimens of Our $2.95 Suits

Men's Trousers $1.45
Young Men's Suits $4.95
Men's Underwear 78c 39c 19c
Furnishing Sundries 39c 98c
37c
75c to $2.00 Men's Golf Shirts 49c and 98c
Standard Makes in all Sizes and Colors
Pragers

Knocking The Tailor

is like a man knocking his neighbor to better his standing.

Too much can't be said about anything if it's what you've got it.

This store doesn't knock because you'll be interested in the stock we sell you.

Besides this writing has no room for boasting if you're interested in tailor-made clothes or ready-made, our aim will be to please you and sell the goods to please you.

You ought to be interested to know that at this large well lighted, well ventilated store on the fifth floor of the building, corps of clever craftsmen, masters of the art of tailoring skilled in every branch of the work.

Try this service for your next suit or overcoat to-day. Spring models are in full swing and a peep around the store will do you good.

Homer Mac

Tailor Furnisher

$15.98

Blue Serge, Plain and Fancy Worsteds, Grey Mixtures and Scotch Fabrics, and all Wool are the suits we are offering as

Our Extra Special

At the Prices Named Above

They are the Suits that were made to sell for $20. They are the Suits that you can't buy anywhere else for less than that; and then if they should be of the same quality of cloth, you don't get the make, the finish, the style and fit that you find in our clothes. It is the

Tailoring

that's in the clothes that makes the clothes, and the tailors that make our clothes are the greatest in the country.

Shirt Talk!

We are putting on sale tomorrow the **Greatest Shirt Bargain** ever turned loose in this section. **White or Fancy Negligee Shirts,** shirt or coat style, a regular $1.25 shirt. Sells at that everywhere; our price . . . .

79c

Hats! Who Said Hats?

Here Is Something New

An Auto Crusher

Regular Price $1.00; Our Special Price

59 Cts.

"The Home of Good Clothing"

$16.50

Please take notice that these dandy smooth worsted suits, fancy cheviots and fine weave blue serges, which the other fellows seem to think such great values at $20 are selling here for $3.50 less. No difference in the tailoring either—same quality right straight through. This is just a sample of the special clothing values we're featuring.

These WHITE NEGLI GEE SHIRTS selling at 98c. (a regular $1.25 value) are going fast. Remember they are fresh goods, neat styles, attached or detached cuffs.

SILK SOCKS AT 50c

Something extra good. Pure silk with double heels and toes; all colors. Half dollar value on which you can depend.

New Neckwear Ideas

Cash's narrow tubular four-in-hands in all colors in the popular cravat for summer wear. They slip easily under the new close front collars. The Order by mail

SPECIAL UNDERWEAR VALUES

Lisle and Brown Union Suits $1.50 and $2
Phoenix Athletic Underwear $1 Suit
Horse Knit hose for early spring wear $1 Suit

Hard to Fit in Shoes?

Buy Your Hats From a Store

Graves, Cox & Company

"Home of Good Clothing"

Express paid for 100 miles on all purchases of $5 or over

WASH SUITS

$1 up to $3

HERMAN & HESS
SELL FOR LESS

Col. Roosevelt's Square Deal Policy

ROOSEVELT passes as the greatest and strongest man of the present remarkable period; has the nerve to contradict him; he faces situations and meets every difficulty unafraid and undaunted.

Are you a man of the Roosevelt type? Are you a reader of the Roosevelt papers? Do you believe that Roosevelt pays? Do you think that Roosevelt is right? If so, you are invited to investigate the low prices now in force at this store.

We keep wash of the best manufacturers of men's and boys' clothing and furnishings. They are made right, fitted right, and are right in every detail. Our prices are always reasonable for reliable merchandise. Our clothing is made to our order by the Hoover-Brooks Co., Cincinnati, Ohio, and every garment is guaranteed to be satisfactory in every respect.

Our $15 Special Suit Values

Clothes That Equal the Products of the Best Custom Tailors

Our $18 Special Suit Values

$20, $22.50, $25 and $30

We Specialize Clothes Made by Hart Schaffner and Marx

Clothing, Hats and Furnishings

THE HOOVER-BROOKS CO.

The Home Clothing Store For Men

14 South Main Street, Next to the First National Bank

SELLING IDEAS.

Methods Used by Other Retailers to Draw Customers to Their Stores.

WITH all the free publicity that the Chantecler has secured throughout the country, a sale recently held in Los Angeles in which real live Chantecler were used as trade attractors, will doubtless be of interest. The sale was called the Rooster Sale, and was held not long ago by the Fifth Street Store of Los Angeles.

In the full-page advertisements announcing the sale in the local papers cuts of Chantecler formed a border for the page. The heads of different buyers, managers and salesmen of the house were reproduced in these cuts as the heads of the widely advertised fowls. One hundred roosters in cages about the aisles of the store proclaimed to the shoppers and passers-by that the Rooster Sale was on. These birds were given away to customers at the end of the sale.

The Chantecler note was in evidence throughout the store in the decorations of pennants and flags.

A NOVEL IDEA.

One of the large department stores in Washington, D. C., recently used a novel advertising attraction, by which it drew to its store not only the youngsters but also the older folks. Louis and Temple Abernathy, aged nine and six years, respectively, who rode horseback alone from Oklahoma to Washington, and who, after having seen President Taft, started on their way to New York to greet former President Roosevelt, have been given as much space in newspapers all over the country as any two children ever were accorded. The department store, which was wide awake to the advertising possibilities of these two diminutive but manly little fellows, arranged with them to spend a day in the store as their guests. While most of the children's time was spent in the toy department, they were also stationed behind different counters throughout the day. In advertising the event the firm announced that the Abernathy boys would be on hand to tell of their adventures while on the 2,000-mile road to all who wished to ask them questions.

A REPRODUCTION OF THE COVER OF AN ENVELOPE IN WHICH SAKS AND COMPANY, NEW YORK, SENT OUT ADVERTISEMENTS OF THEIR LINE OF BATHING SUITS. THE ORIGINAL ENVELOPE MEASURED 8x12 INCHES.

MEN'S WEAR.

A MUSICAL NOTE.

Under this heading a clever advertising man for a southern store sprung not long ago an out-of-the-ordinary announcement.

Walter Damrosch, the well-known musician, while in the city where this ad man dwells, called at the store he writes for and purchased a suit of clothing. This advertiser immediately seized the opportunity for a telling ad. In the next morning's papers, under the heading "Musical Note," was a large portrait cut of the musician, and under the cut was the statement in large type that Walter Damrosch had purchased a suit of clothes at this particular store. The ad went on to state: "When you consider that Mr. Damrosch travels and has the pick of the country's best stores, this purchase is significant."

A HOTEL STORE.

A store located in a hotel building is, of course, missing one of its greatest opportunities if it fails to make constant efforts to draw the trade of the transient guests of that hotel. The Northcott - Smith - Wilson Company, located in the well-known Sinton Hotel, Cincinnati, are firm believers in the policy of going after this transient trade. A letter they sent out not long ago while a convention was in session at the hotel reads:

"Dear Sir:—During your stay at the Sinton Hotel we would be glad to have you pay us a visit.

"Ready-to-wear clothes of the better grades and hats of a corresponding distinction is the subject-matter we have in mind.

"Our shop is located in the hotel building—entrance opposite main dining room—and the latchstring is hanging out.

"Very truly,

"NORTHCOTT-SMITH-WILSON CO.

"P. S.—Come in and let us fit you in a straw hat.

"Our 'phone is on the hotel exchange. It costs you nothing to talk with us."

SUGGESTIONS FOR 4TH OF JULY CARTOON SHOW CARDS

YOU MAY NEED

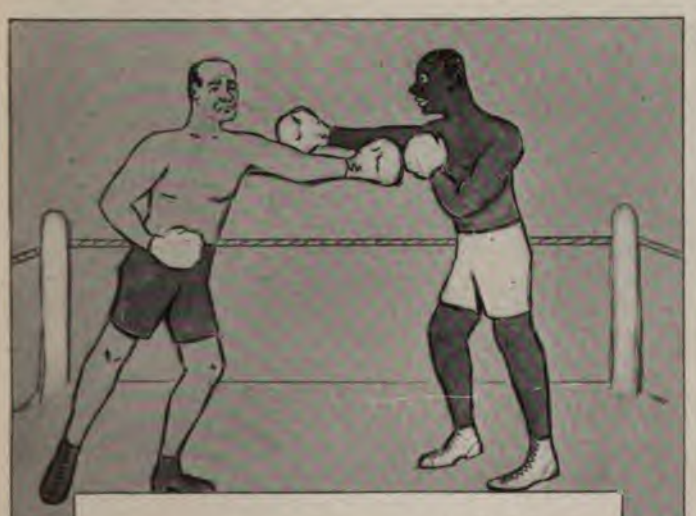
A New Straw Hat July 5th

LOOK OVER THIS LINE

After the Fourth that Boy of Yours

Will Probably Need a New Suit

HERE IS THE PLACE TO GET IT



No matter who wins the fight July 4th

You Will Look Like a Winner

IN ONE OF THESE SERGE SUITS

Going Fast

THESE SHIRTS AT THIS PRICE
WILL NOT BE WITH
US LONG

STORE ARCHITECTURE AND WINDOWS

GEORGE G. BENJAMIN'S NEW STORE.

THREE views of the new store of George G. Benjamin, which, as reported in our issue of May 25, was recently opened at Broadway and Twenty-fourth street, are shown here.

The store presents a rich appearance, with its fixtures of bronze and natural English oak, specially selected and designed by Mr. Benjamin, with the assistance of an architect. Throughout the store there are thirteen large bronze chandeliers, each containing ten electric lights, and on two sides of the pillars which are spotted here and there, pairs of bronze electroliers. The walls are all of a mottled ivory effect, light in the upper half and darker, to blend with the furniture, in the lower half. There are six triplicate mirrors for trying-on purposes. All the clothing cabinets carry two files of coats and are accessible from either side. No doors or covers are attached to these. Close to each of the coat cabinets is a long counter, where the clothing is demonstrated, and in each of these counters are a number of pigeon-holes behind sliding doors, where trousers and vests are kept. Another style cabinet is a pigeon-hole case with drop fronts to each of the doors. In these are kept fancy vests and other accessories. All the cabinets and counters are covered with felt, instead of having a polished surface. Mr. Benjamin explained that this prevented the dust from being taken up on clothing being shown or on the hands of salesmen and customers. Vacuum cleaners are used for cleansing these felt tops. The counters are so arranged with the light that no shadows are cast on the garments being shown. Back of each window are display cases for the inside of the store.

The furnishing goods department occupies about 35 feet in the front part of the store, extending the full width. The cabinets in this department are different from those usually seen. There are but three full display cases, with glass the total depth of the case. The others have a compartment near the top, with a glass front beveling toward the back, but the top is felt covered. The lower section of these cabinets is English oak and is used for shelving for carrying the stock.

The windows are large and are backed with English oak panels, with carved draperies in relief, the top of the backing arching from one side of the window to the other. There are 5,800 square feet of floor space on the ground floor.

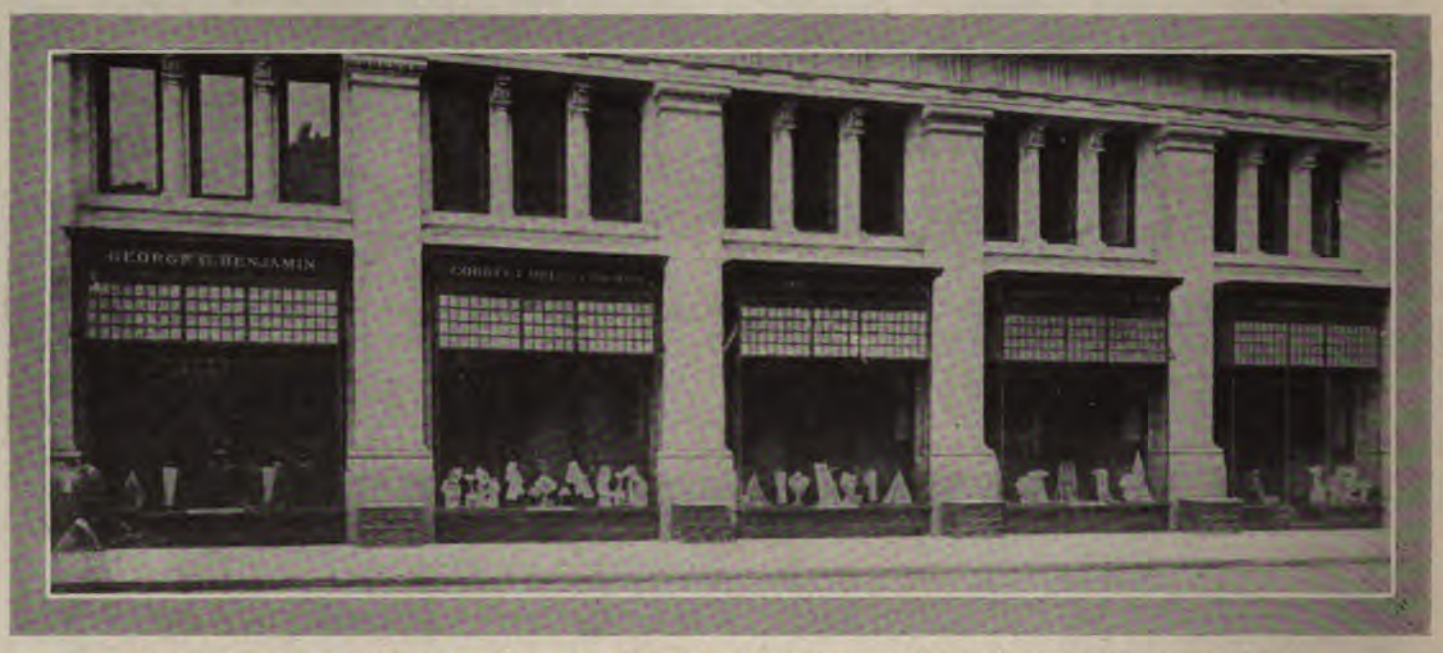
A clever souvenir was given to visitors on the day the new store was opened. It consisted of a box of cigarettes marked "Benjamin's Special Brand." The joker in the package consisted of a heavy piece of glass, unnoticeable to the eye, covering the cigarettes, and when a person reached for one his fingers would strike this glass.

The other day in reply to a question by one of our representatives as to how business was in his new location, Mr. Benjamin replied:

"Well, we have sold 50 per cent more every day since we have been here than we did in the old store."

"How do you account for such an increase; you have not advertised a special sale?" he was then asked.

"Oh, I don't know," he replied. "People have just come in and bought, that's all."



VIEW OF TWENTY-FOURTH STREET FRONT, NEW STORE OF GEORGE G. BENJAMIN, NEW YORK.

ONE OF THE HUGE ENGLISH OAK SHOWCASES IN STORE OF GEORGE G. BENJAMIN, NEW YORK.

LOOKING DOWN AN AISLE IN NEW STORE OF GEORGE G. BENJAMIN, NEW YORK.

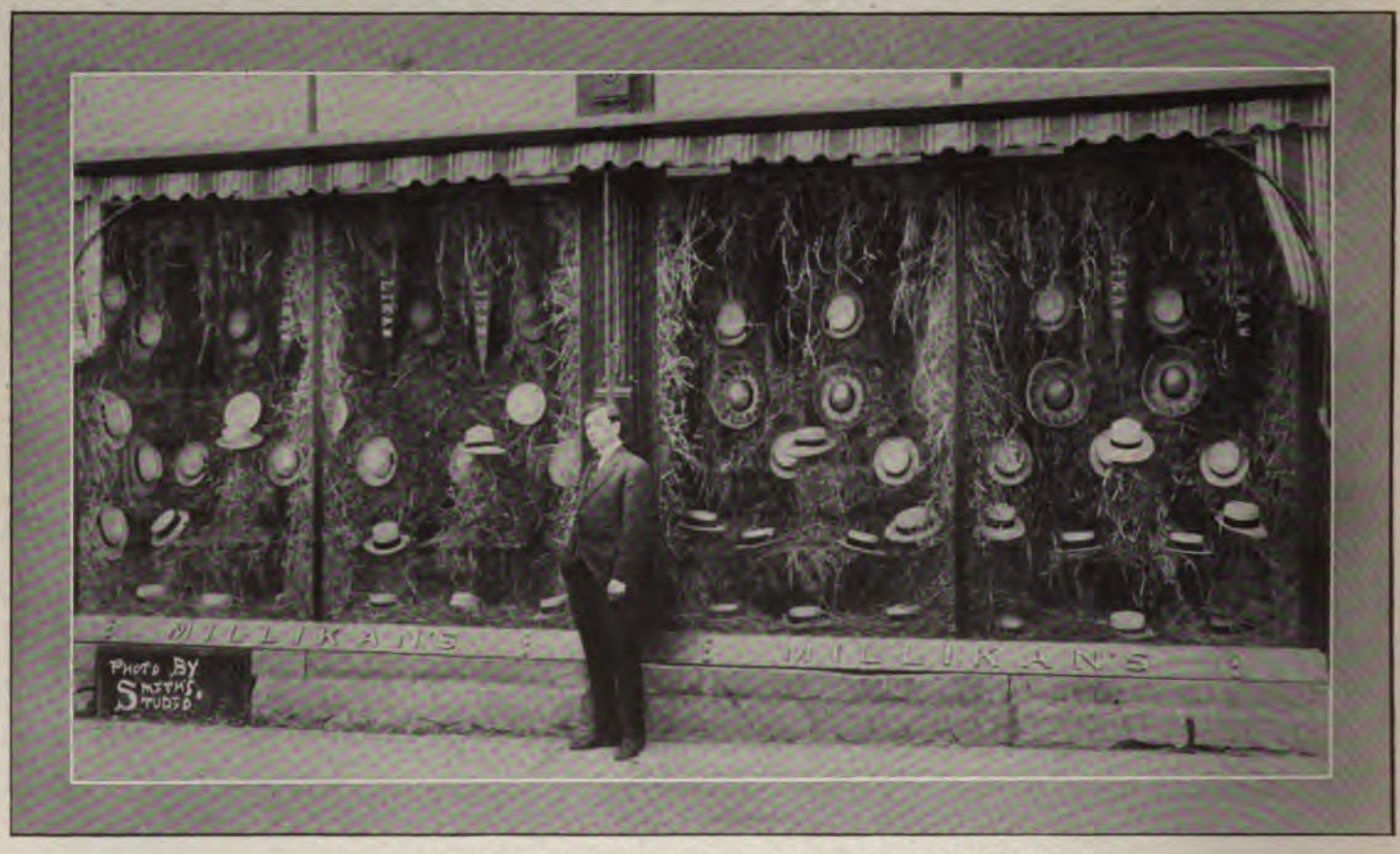
SOME ORIGINAL WINDOW FIXTURES AND A CLEVER STRAW HAT TRIM. WILSON & SCHAFFER, LOCK HAVEN, PA.

STRAW HAT TRIMS.

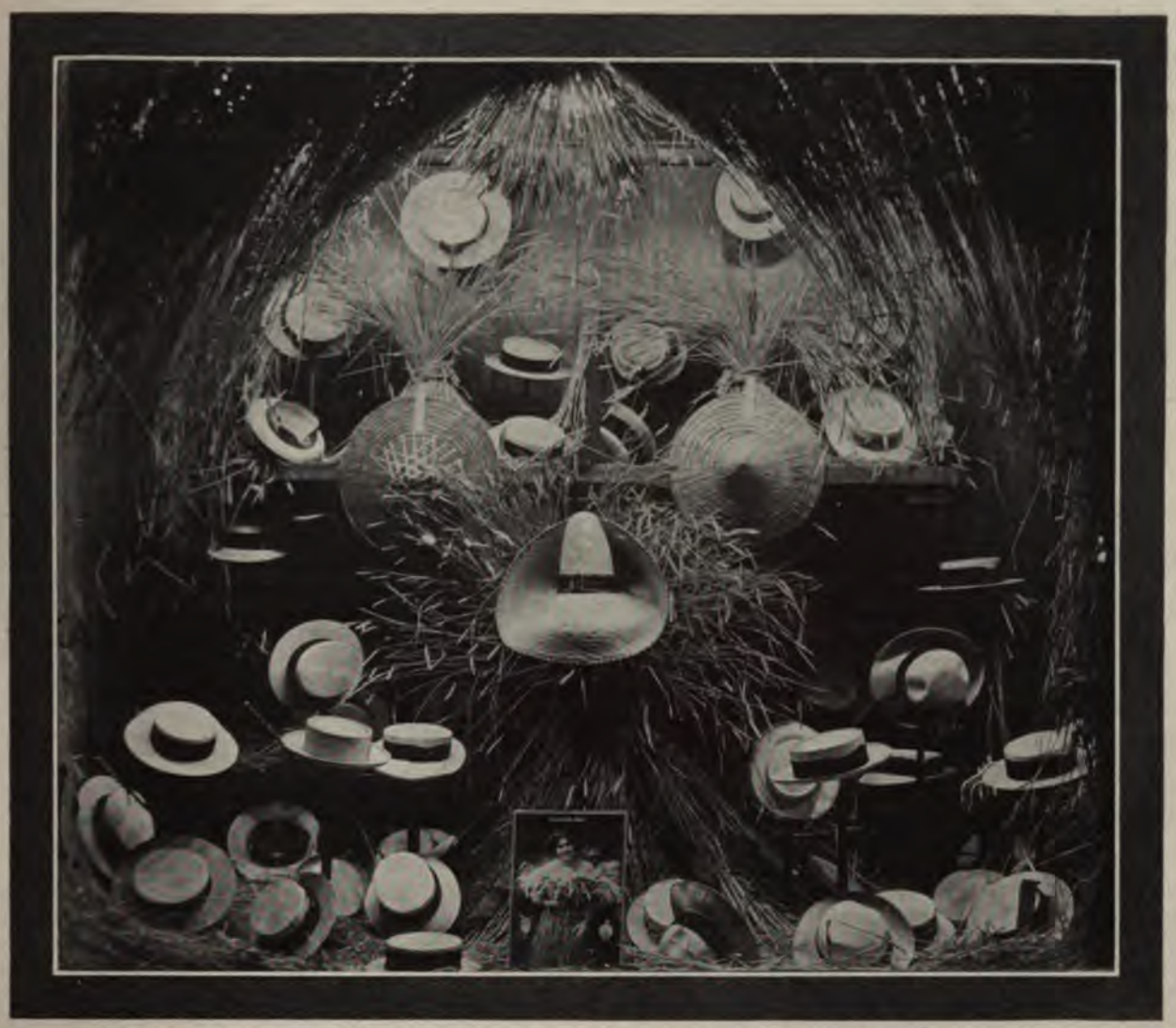
In the right-hand reproduction above and in the cut below are shown two seasonable and interesting straw hat displays. In the upper window, to give a realistic touch to the display, a farmer's cradle occupies a prominent place in the trim, with a farmer's straw hat and red bandana handkerchief draped upon it. Half hidden in the straw nearby is a "little brown jug." The window card, too, is appropriate. It reads: "Hey There, Straw Hats." This trim is from one of the windows of Wilson & Schaffer, Lock Haven, Pa. The companion trim shown in the picture above reproduces some original home-made furnishing goods fixtures. They are made from the limbs of trees.

A very effective side and background for a straw hat trim is shown in the other window on this page. It was trimmed by C. E. Dragoo, with Jas. E. Millikan, Montpelier, Ind.

As will be noticed in the reproduction, straw was sus-



AN INTERESTING STRAW HAT TRIM AND THE MAN WHO TRIMMED IT, C. E. DRAGOO, WITH JAS. E. MILLIKAN, MONTPELIER, IND.



A CLEVER STRAW HAT WINDOW, TRIMMED BY M. S. PARADIES FOR L. KARGER, EVANSTON, ILL.

pended in liberal quantities from the sides and backgrounds of the windows.

The pennants add to the effectiveness of the display.

Another striking arrangement in a straw hat trim is shown in the window above, which was recently used in the store of L. Karger, Evanston, Ill.

An excellent idea in this window is the way in which the center pedestal and the fixtures on the hanging shelf are draped with straw.

The display below well illustrates the idea suggested in an article in a recent issue on the concentration of window display space on one certain line.

CONCENTRATION OF DISPLAY SPACE. A ROW OF WINDOWS DEVOTED ENTIRELY TO SHOES. THE GANO-DOWNS CO., DENVER, COLO.

MEN'S WEAR MARKETS

From the raw material to the finished garment.

A REVIEW OF THE CLOTHING MARKET.

THE clothing situation at present is said to be problematical. In some details the opinions originating in the different branches of the industry appear to be contradictory, almost to a point of irreconciliation. To those who are in a position to see the industry from all angles there is not presented sufficient ground upon which to be elated, nor is the aspect one which might encourage an extremely pessimistic view. The absence of grounds for either extreme position leaves but one common ground upon which all branches of the industry can meet, and that is conservatism.

An early opening inaugurated the retail business for the season. There was an early and strong demand for spring clothing, which arose both from necessity and from the fact that there was a rather radical change in the style of fabrics. These two conditions, combined with others and with a generally prosperous industrial condition, led the most pessimistically inclined nature to the belief that the season would eclipse any previous season in every way. Then came unsettled weather, causing a cessation of activity in this line, as in most others. Bright spots here and there encouraged optimism on the part of all associated with the industry, who hoped they were prophetic of an early return of better times. There was not manifested for some time any disposition on the part of any to cut down on their incoming supply until the unsettled weather, augmented by unsteadiness in other lines arising from the same initial cause, continued over a longer period than the most sanguine had expected it would. Some, even during this period, continued their preparations for a large and satisfactory season by placing additional filling-in orders.

But as the depressed condition continued, a disposition was noted to curtail incoming supply by revising orders downward, at first conservatively and later a little more freely. Still the more optimistic clung to the idea that there would be good business later, and it was even intimated that there might be a shortage. Then came a brighter period, extending up to the present report, and at this writing there is reason to believe that the stocks now in the hands of the retailers, most of which have been curtailed more extensively than during former seasons, will be lowered satisfactorily without resort to the weapon of defense that in modern merchandising should be the last resort, that is, cutting of prices.

Where the situation seems to be contradictory is, that the salesmen who went out at a time when business was at a height not previously known for so early a period, instilled a certain amount of enthusiasm into their trade, and to this can be attributed in a measure the optimism that prevailed. It may have also been in a measure responsible for the very large and satisfactory business that has been booked for fall. With retail stocks larger than they ought to be this late in the season, large orders for another season look paradoxical.

One thing that adds to the safety of the situation and which may make the merchant feel at ease with the present stock, is that there seem to appear no radical changes in fabric or style at this time. The life of any radical change of fabric or style almost invariably extends over at least two seasons, and the present vogue is expected to continue; and, considering the fact that the weights only slightly differentiate the winter and summer fabrics, the stock is good and worth its full cost price another season, even through the fall.

An opinion recently given by one who is in a position to diagnose the trade conditions, and which is quoted here because it offers food for thought, was to the effect that the weather was naturally the chief offender in affecting merchandise sales. But he also stated that what might be termed "commercial decision" is partly responsible. "We have been trying to force consumption beyond the actual necessities of people," he stated. "Now a reversal is taking place and people are settling down to be satisfied with the actual needs. Another thing to be considered is the tendency on the part of the tenants to become landlords. The sacrifice of personal necessities to invest all surplus over actual necessities in a home or a farm takes much money out of circulation. Another is the large element who are living beyond their means. They have reduced their usual expenditures to purchase and use automobiles and other luxuries not in the apparel line."

Clothing salesmen are returning from the road, and with those who remain out there has been a perceptible falling off in the volume of orders. Most of those who have returned, while they express satisfaction with the volume of business, are not overjoyous, and it is believed that it will require the house trade of next month and the following month to bring up the desired increase.

Slow arrival of piece goods from the mills is interfering with the operations of manufacturers, who are endeavoring to manufacture up to their capacity, make as early deliveries as possible and be prepared for a later demand which is expected.

In retail stores there is a strenuous effort evident everywhere to take advantage of the slowly improved weather conditions and make up for the period of inactivity of the past few weeks. Most are of the opinion that the season will close satisfactorily. In some localities sales to reduce stocks are reported, but these are thought by most to be a little early, and in some places it is known that where goods have been bought from manufacturers at reduced prices they are being withheld for later use, when they will be brought forth when something is required to revive interest in regular goods.

Two-piece flannel and serge suits, mohair suits, light auto clothing, are all in brisk demand, much of which is derived from preparations being made for summer outings.

MEN'S WEAR MARKETS

From the raw material to the finished garment.

FALL HAT TRADE MORE PROMISING.

AS the fall season slowly approaches and the selling period gradually draws to a finish, the wholesale hat manufacturers begin to realize more than at any time within the last few months that their trade has not after all been so unfortunately affected as was for a while believed. The situation as observed at the present time is sufficient to relieve any feeling of anxiety. Several salesmen completed their trips some days ago, others are returning almost every day now, while those who cover the extreme western territories are still on the road and will not be in before the early part of July. Promising reports of a character that has a tendency to encourage the manufacturers to look for brighter things are emanating from various localities.

One large stiff and soft hat manufacturer has placed the coming fall business about 20 per cent above that of 1909 in these proportions: soft hats 70 per cent greater, stiff hats 50 per cent less. Other manufacturers, though, feel that these figures represent too wide a proportion.

The cause for the discrepancy in the stiff hat sales is attributed directly to the oversupply as the result of a bad season, making it impossible for retailers to reduce their stocks as low as they had expected. Hatters all over the country have been overstocked to a certain extent; and for that reason have bought in sparing quantities for fall. Nearly all the manufacturers are covered on raw materials for a year in advance, and while there is not the least likelihood of any change in their prices for next spring, there is, however, a possibility of a raise of some nature on goods for the fall of 1911. An advance of 10 to 20 per cent has been made on the cost of raw materials during the past six months, with further advances probable.

The sewed cloth hat in all the popular shades for negligee wear is being bought for fall by some of the leading retailers. It is adjustable to several shapes and will be found convenient and handy.

Early predictions of the popularity of Mackinaws and pencil curl brim soft straws apparently have not gone amiss. and the anticipated demand for them has not fallen short a single sale, regardless of certain objectionable features which they possess. On account of their light construction the original shape is not well maintained after being subjected to considerable wear, and their style is considered a bit informal. In spite of that fact, the hat is being worn quite extensively this season, especially by the young men, for both business and dress purposes, particularly in the East.

For next season hatters are already freely predicting that the rough sennit will be in most popular demand, and 2¾ by 2¾ is being mentioned as one of the principal dimensions in both the smooth and sawtooth edges. The season's business thus far continues a bit behind that of a corresponding date last summer.

Duplicate orders have been in small proportions.

WONDERFUL ARRAY OF FALL NECKWEAR SHOWN.

THE fall lines of neckwear in all grades, but more especially the finer grades, are of a radically different character than have been shown. The Persians that have appeared recently, and upon which we commented, were the forerunners of more diversity in patterns, and the fall line is the result of a careful study of the requirements of the consumer and of the trade.

The lines are replete with bold effects, bold not so much in point of color as in character of the design. Prominence is given to the all-over effects and the half-overs. The designs are of the leaf and the feather nature, with a generous assortment of vine patterns. These patterns do not lend themselves readily to the narrower forms of ties, and thus we find that the wider and open-end styles are promoted. Many makers feel that it is time for a change in this direction, there having been a long period devoted to the narrower styles.

The prevailing style is just wide enough at the knot to be accommodated to the narrow collar if it is worn, but wide enough to make the graduated effect from that point to the end to be graceful enough, avoiding abruptness. Diagonals, also of the bolder nature, are put well to the front in the new lines, and from the orders being received it would appear that these will attract a generous share of the fall business. The narrower stripes and the plainer effects are getting some business, probably due to the inertia of the period during which they were in vogue, now drawing to a close.

One of the novelties of the season is known as a swivel cord, deriving the name from the swivel process on the machine by which it is manufactured. The tie, which has the cord effect at intervals a half inch apart, is of various colored striped designs between the cords. This, too, offers an opportunity for some novelty business.

Manufacturers interviewed say that there is a greater call for fine goods for fall. Knit ties in the cheaper grades are not gaining the attention which they had in the past. It is predicted by many that this fall will see the return to popularity of the Ascot, which is conceded to be an excellent style for fall, but which has been relegated to the oblivion of the disused by the closed front collar.

MEN'S WEAR MARKETS

From the raw material to the finished garment.

THE SHIRT AND COLLAR MARKET.

THE situation as it refers to shirts and collars remains practically unchanged. All elements which affect the business remain the same, except that the weather in general has improved. It is, however, so late in the season that much improvement cannot be looked or hoped for now. In another three weeks it is conceded by most manufacturers that the season will be over, so far as shirts are concerned, and while it may be normal for that time it will close a season that has not been entirely satisfactory. This will be partially offset by an expected improvement in the collar business. It is said by most manufacturers of collars that their sales show a fair increase.

The manager of a representative house handling both shirts and collars stated the other day that the shirt business for fall is not up to expectations. The salesmen are just finishing up their fall trips and few of them can show records of sales any more than equal to previous seasons. As he put it, "We are just holding our own and that is all." The market has witnessed a demand for the more conservative patterns. The whites and blacks are probably the best sellers. Following these in demand are the whites, with stripes of quiet colors.

Some new striped patterns recently introduced have met with a sale principally due to the fact that they are needed to brighten or lend variety to the plainer effects. Two of these, which have become known as Mentone and Piccadilly stripes, have met with a fair sale. A novelty is shown, the pattern of which may be described as hairline stripes, which run crossways instead of vertically. In some of the fine shops there have appeared some matched combination sets, including shirts, that are attracting some attention. A tie matching the stripe in the shirt is one of the combinations. There is no prospect of any conditions other than favorable for another season, and generally speaking there are no forebodings of serious interruption to the business in general.

Within the last two or three days preceding our going to press there has been a slightly improved demand for colored shirts, but while a few other colors were sold during this time, the strongest demand remains on the colors above mentioned, as noted in previous report. Soft shirts with soft collars are meeting with a better demand this summer than any previous season, although it is not thought that their use will extend beyond outing purposes. The soft shirt with which a stiff collar can be worn is the popular demand just now. It is reported, too, that the soft or double cuff is waning except for outing use.

LITTLE MEN'S WEAR MARKET FIRM.

LIKE all other lines of apparel this one is subject to fluctuations depending upon the supply and demand, but it is a notable fact that during the present season this line has been less susceptible to the conditions that have prevailed in kindred lines than others have been. During a period extending over several weeks this market has remained firm, due no doubt to the fact that the demand has been good. In this as in other lines of apparel the demand opened up earlier than usual for the season, but instead of falling off so materially as it did in other lines this one continued firm, and the result is that not so great a percentage of the stocks purchased for spring remains in the stores of retailers. It cannot be said, though, that this line has been immune from the effect of outside conditions. Considering the causes which naturally have an effect upon any line, this one has been above the average in maintaining its strength.

Many of the men selling boys' clothing have returned, and it seems to be the consensus of opinion that the outlook for the approaching season is good. Sales on the road, while not determined exactly as yet, seem to be equal to last season, the absence of an increase being due to the fact that the detrimental features of the present season have had the effect of influencing more merchants than usual to defer placing their orders until they come to market, and this fact gives rise to the belief that there will be a larger business given in the house in July and August than usual, thus making up for lack of a great increase in the sales on the road.

The past fortnight has witnessed a few more fall shipments, those from the far West indicating some anxiety in regard to their merchandise for the approaching season. Stocks in retail stores vary in size in different sections of the country, those in the far West being the lowest, and next in order in this respect are those which are near the markets. This latter fact is attributable to some caution by those who are in close proximity to markets, who believe that they can get what they want when they want it, and possibly at reduced prices.

Wash suits have been somewhat more active in the past fortnight, although these are considered in the light of staples now, which are not as seriously affected by the seasons as in the past they were commonly supposed to be.

Just at present there is a wonderful array of them on display in the retail sections, and sales are being held, though there has not been any necessity for greatly reduced prices.

HARRY BLOCK ON PRESENT CONDITIONS.

An Interview With Harry Block of the Block Bros. Clothing Company of St. Joseph, Mo.

"WHILE I do not believe," said Mr. Block in talking to a representative of this paper, "that there is any panic in sight, or any great danger of a commercial crisis of any sort, candidly, to my mind, there is no denying that conditions elsewhere as well as in the West are not what we could pronounce promising at this time.

"To a great extent, the weather has been one of the chief offenders in affecting merchandise sales for the present and past season, although I believe that the conditions have been aggravated by the high price of merchandise and a general tendency toward frugality upon the part of the consumer.

"I also think," Mr. Block continued, "this is another case of commercial decision, which I believe from now on will occur more frequently. We have all through our own ambitions brought these conditions about by attempting to increase business through a forced consumption and the use of products beyond the actual necessity of the public. Hence, I consider this is a case of the people again settling down to just about what their actual needs are.

"There is another condition confronting us that has a lot to do with the curtailment of the merchandise purchases of the masses, and that is the tendency of, particularly, the laboring classes to become landlords instead of tenants. Thousands of them in the last two or three years have purchased homes on the installment plan, which is taking the money out of circulation, and depositing it in the hands of the capitalists and saving institutions. This method of economy on the part of the people has already, and will in my opinion continue to, cut quite a figure and affect generally the sale of merchandise in every line. To add to this, thousands of laboring men, store clerks and other employed people are investing their surplus earnings in land throughout the West, Northwest and Southwest.

"There is another large element of people who are living beyond their means, and who have reduced their usual expenditures for apparel and other necessities for the purpose of owning their own automobile.

"You see, the United States is not really unlimited in the volume of its business, and there is such a thing as the various lines being overdone. For instance, in cities of moderate population, and even the biggest cities, the constant opening of new stores here and there in various lines has, of course, a tendency to cut down the sales of others. It is often simply a case of robbing Peter to pay Paul. This constant dividing up of business is an important cause of sales falling off with the prior merchants, and their failure to increase their business from year to year, which they often attribute to other conditions, when really it is simply that their particular line is being overdone in the vicinity.

"It is also my opinion that the United States is getting too small fully to satisfy the various commercial ambitions of its people. The time is not far distant when we must spread our commercial domain and reach out into the undeveloped countries of Mexico and South America. The older this country gets, more and more the tendency will be on the part of its inhabitants to ascend from the ranks of laborer and tenant to that of landlord and merchant.

"It is amusing," Mr. Block concluded, "to listen to the various answers to inquiries made as to 'How is business?' The interrogator will so often receive the reply, 'It is good in our line, but I hear that other firms are way behind in their sales of last year.' The real truth of the matter is, that everybody is in the same boat."

A Big Retailer's Views on Buying and Selling Clothing.

One of the most successful retailers in a Southern city gave our representative the following interesting information about buying and selling clothing:

"I have had offered to me during the last month," he said, "fancy worsted suits of the same class that I placed my order for early in the season at a discount of 35 per cent. Now I have turned this to my great advantage, but I do not think that many other retail merchants follow my course. It is this way. I have purchased a line of suits at $16.50 and I sell these at $30. Now if I buy these suits at $12, as I have done, and I know they are the same suits, I still sell them at $30. If I do not do that it should be clear that I immediately reduce the value of my entire stock by selling those suits at, say $20 or $22.50. In other words, if I am such a poor merchant as to kill my own business and to cause every salesman and all my customers to get demoralized, I have nobody to blame but myself. On the other hand, if the clothing manufacturers are so silly, and lose their nerve and slaughter their stuff, I want to try to be big enough to take advantage of their bad methods, so that if I sell these $12 suits at $30, that extra profit to me comes in very conveniently as extra money to make good the losses that every retail merchant sustains. Consequently this season, when nearly every one else complained about bad business I have made more money than usual—more velvet, real net profits.

Another Buyer's Views.

A well-known buyer, in speaking of buying and selling methods to our representative, said: "In the beginning of the season we buy, say, 50 different lines of suits, but buy very lightly, then as the season progresses we find the five or six of our line that are the most sought after. We will then buy at a reduced rate, if possible, a heavy line of these five or six most popular styles. The remainder of our earlier line we will sell at a reduction sale later in the season. This is the method observed in every line of our business."

COMMERCIAL TRAVELERS MEET.

OPTIMISM seems to be the password of the delegates to the Grand Council of the United Commercial Travelers, which met June 9-10-11 at the Manhattan Beach Hotel, New York City.

While some of the salesmen attending the meeting say that sales have fallen off during the last two months, they find reasons that satisfy them that the slump is only temporary. That there was a period of overbuying throughout the winter is the general belief of the men at the convention. A. E. Morford of New York was quoted yesterday as saying: "I have talked with nearly all the 163 delegates to this convention, and I know that each of them regards any falling off in business that may have been encountered as wholly temporary, and that business generally is good."

A. H. Eastmond, extending a welcome on behalf of Brooklyn Borough, dwelt upon the aim of the United Commercial Travelers as an organization.

"Unity, charity and temperance form the basis of the organization," he said. "The commercial traveler of to-day is a man of integrity and courage, and of independent, wholesome thought. He is of the best type of citizen. This organization, formed twenty-two years ago, has broadened him, has helped him to apply his activities in a direction calculated to raise the commercial standards of his country."

Grand Councilor W. A. Papworth of New York Council urged the travelers to become actively interested in political affairs.

The New York Council took up a resolution to urge the next Legislature to provide for a State Board of Commerce and Labor, fashioned after the Department at Washington. The travelers believe that such a bureau would be of immense utility in keeping railroads under state regulation, opening up rivers and canals for commercial purposes and accomplishing other things tending to improve business conditions in the state.

On June 10 a banquet was held, arrangements being made for 1,500 guests. Among the speakers scheduled for addresses was Marcus M. Marks, president of the National Association of Clothiers.

OTHER MEETINGS OF TRAVELERS.

Other meetings of grand councils for various districts were also held, one in Baltimore by the District Council representing Maryland, Virginia, West Virginia, Kentucky and the District of Columbia. In addressing the delegates, Governor Crothers spoke of the great work being done by the fraternity of traveling salesmen, saying they were constantly in touch with local conditions all over the country, and characterized them as virtual encyclopedias of information in regard to such conditions.

In welcoming the delegates Mayor Mahool described traveling men as "the outposts of civilization."

William H. Fehsenfeld made a short address, in which, among other things, he spoke of the growth of the profession of traveling salesmen from its humble beginning to its present state of importance. Traveling salesmen, he said, are strong men in all respects, otherwise they could not hold their positions. The principles of the United Commercial Travelers —charity and temperance—he declared, set a high standard of living.

JAMES B. CAHN

JAMES B. CAHN, who for the past eighteen months has been the representative for the West of Henry Sonneborn & Co., Baltimore, Md., died of acute Bright's disease in the Hospital at Spokane, Wash. His body was brought on to Chicago and the burial Services were held at Rosehill on Sunday, June 12, at 3:30 P. M. Rabbi Levy, assistant of Dr. Emil G. Hirsch, conducted the Services. There was a large attendance of personal friends and the floral offerings were exceedingly beautiful. Mr. Cahn was the Son of Bernard Cahn, one of the original founders of the pioneer clothing house of Cahn, Wampold & Co. When that house dissolved partnership, James B. established a business of his own as manufacturer of vests and Summer clothing. Shortly after his father's death he withdrew from business altogether. Some eighteen months ago he desired to enter trade again, and attached himself to the Baltimore House of Henry Sonneborn & Co. as traveling Salesman. He was enjoying apparently the best of health when he went out with his Fall goods, but from some exposure acute Bright's disease set in and his death was quite sudden. He had the gift of making and attaching to himself many friends, both in business as well as in social life. Everyone liked him wherever he went, his urbanity and courteous manners always winning attention. In his recent career as a Salesman he had just completed a third season, in which he had been very successful. The preceding two were but introductory, in which he had been obliged to acquaint himself with the trade. The outlook was one to which he looked forward with satisfaction, and had his life been spared he would have found special delight in his work. Of his own family there now survive him only his brothers—Sidney B., Edgar—and a sister, Mrs. Emanuel J. Kohn.

He was born in Chicago in May, 1874, being at the time of his death but thirty-six years of age.

Business Conditions Reported From Various Centers.

Trade Improves in Most Sections With Arrival of Warm Weather—Big Demand for Raincoats—Predictions Regarding Next Spring's Fabrics—Straw Hats Selling.

NEW YORK CONDITIONS.

Inclement Weather Again a Deterrent to Satisfactory Business.

CONSIDERING weather conditions, trade last week in the retail clothing and furnishing lines was fairly good. In one way the wet weather days provided fair conditions—be ruined the temperature; but the wholesome effect which was expected from such an advantage was partly offset by the rainy days which hung on all week. Not a great many summer suits were sold, although the amount of business transacted was augmented somewhat by the fact that practically all the department stores and many clothing stores held "sales" of clothing, varying in price from what seemed almost ridiculous sacrifices to reasonable figures for high-grade goods. In practically all instances where these specials were held the stock on hand was increased by large purchases of job lots from manufacturers. Retailers seemed quick to take advantage of the chance to fill up their stocks for "sale" purposes, and in spite of the rain the average for the week was fairly good.

In many stores the fact that the wet weather was a good feature in one way was evidenced by the large number of raincoats which sold rapidly. The raincoat business among the retailers was also reflected on the manufacturers, who have been worked to full capacity to supply the demand.

Another reason was volunteered by a clothing man last week for the apathy which has existed. He said that of recent years, particularly the past season, because of the high price of wool and other materials entering into the manufacture of clothing, manufacturers have made their product of lighter weight goods, making it possible for a man to wear his winter suit much later in the spring than has been the custom heretofore. He said that, formerly, winter suits were made so heavy as 20 and 22 ounces to the yard, whereas now the heaviest suits run 14, 15 and 16 ounces.

POLICY SHOP.

Show Dealer (holding measure upside down): "I'y' am 'staken, lady. I'y' only take a six; not a nine. I'y' other shoemaker don't understan' his business. See fo' yo'self!" (Miss Bigboy is greatly pleased; leaves big order.)

MEN'S WEAR.

Practically the same conditions prevailed in the furnishing goods lines as in the clothing trade. There were sales of shirts, neckwear, underwear and hosiery, particularly in the department stores, and whereas they did not receive the response which reasonable weather would undoubtedly have produced, the results were not at all unsatisfactory.

Straw hats have been slow sellers during the week, but the reason for this is self-evident.

"All in the merry month of June."—Brooklyn Daily Eagle.

Providence, R. I.—Trade Improved Somewhat with Warm Weather, but Storm Causes Setback.—There were two shopping days last week with seasonable temperature. This was a better proportion than had been enjoyed for two months. Trade was boosted, but the coming of a three days' storm caused a setback. One store held a "backward season sale," and others announced "end of the season prices" with new goods. The volume of trade was reported small in all lines throughout the city.

Unique Mechanical Line in Window of King Bros.—In the window of King Bros., furnishings, New York, is a large mechanical line bearing a placard reading, "Have you seen Teddy?" The toy continually nods his head while his mouth opens and closes.

CHICAGO TRADE.

All Lines Share in Activity—"Vacation Togs" in Demand—Straws Selling Fast.

LAST week witnessed a wonderful revival of business activity in all lines of wearing apparel for men, women and children, and both retailers and wholesalers are highly pleased with the present trade and the outlook for the next few weeks. All lines seem to be sharing in the activity, and no one reasonable line can be said to be lagging.

Straw hats are in demand. Last week was the first good week for hats this season and many stores report the heaviest sales during that period ever recorded during one week. The $3.50 qualities of Panamas are the big sellers. It is argued that a hat which costs the wearer $3.50 can be worn three or four seasons, with only the cost of cleaning it each season. In one window on State street a display of straw hats comprises an assortment ranging in price from 50 cents to $14.50.

The cutting suit season has also opened and, while belated about ten days, it helps to make the general business in clothing look nearer normal. On last Wednesday and Thursday many cutting suits were seen upon the street.

The lighter coats, dusters, etc., have also supplied some trade. Skirts were not behind in the volume of trade created. They came in for a liberal share of business, as did wash ties, principally in the better grades.

Worthy of note is that call for certain kinds of merchandise from those who are preparing to go away on their vacations. Outing clothes of all kinds are in demand for this purpose, as are some specialty lines, such as "fishing togs," khaki clothes and mohair suits. Boys who are being outfitted for their vacations are supplying a generous line of trade largely in khaki, linen and cravenette suits. In one store the stock in this line was so torn up that our representative inquired the cause. "Have been selling garments so fast that we have not had time to straighten up stock," was the reply.

A sale of men's suits at $5.95, $7.95 and $11.75 did not attract the attention expected.

Silk hose are receiving considerable attention at prices from fifty cents upward, and underwear is being liberally purchased.

Bessemville, Mich.—Will Close at 6 O'Clock During Summer Months.—Clothing and dry goods merchants here have agreed to close at 6 o'clock evenings during the summer months.

BUFFALO CONDITIONS.

No Price Slashing Until July 4—Strong Demand for Blue Serge.

CLOTHING manufacturers of Buffalo are very busy on their fall orders which they will try to get shipped early so as to be ready for any late demand that may spring up. They say there ought to be a call for more clothing than has been sold, especially if the harvests turn out as well as present indications signify.

The men who buy fabrics are much interested in the speculations going on relative to the offerings the mills will make for next spring. The manufacturers who sold in their fall goods a very large percentage of wool goods are hoping that the worsted mills will produce something for the next lightweight season that will show better merit for the price than they did for the past spring. If this happens the swing back to worsteds will be quite decided, say all the manufacturers, most of whom believe the predisposition for hard-finished cloth will operate to make wearers want them again after one season's experience with the soft cassimeres.

The closing of the selling season for fall and the revision of orders shows that the average sale price was larger than ever before. Good reports are made concerning collections, the past week having been the best since the opening of the spring season.

Retailers say that they do a big business every pleasant day. The demand for blue serges has become exceptionally strong during the past fortnight, and the prevailing price has been $15. At that price some very good values have been snapped up fast, so much so that two houses had to buy a fresh supply. The other noticeable feature has been the brisk sale of slip-ons and rubberized long coats, the latter to auto drivers and owners. The head of one auto department said these goods are selling "by the mile." One clothier who went out on the state road from Buffalo toward Rochester on Sunday, June 12, said that from Buffalo to Batavia, over 30 miles, there was one continuous stretch of autos as near together as they could be run with safety. Then he added, "I don't believe one in ten of the drivers had on a spring suit; in fact, they all wore heavy overcoats or slip-ons."

It is understood that the leading retailers have agreed not to do any price slashing on clothing until after July 4, and not any on straw hats until after July 15. Some of the dealers who are opposed to forced merchandising at various prices are much encouraged in the belief that if such a compact can be kept for one season its advantages will lead to its practice every season.

CLEVELAND TRADE.

Business Shows Improvement With Advent of Warm Weather.

THE clothing and furnishing business in Cleveland has shown considerable life as the result of a few days of clear weather and rising temperature. From the early part of last week to the time of preparing this report, sales in all of the houses showed a constant increase, which to the merchants indicates that the backward business has been due almost altogether to unfavorable weather, rather than to any general business conditions, and if the warm weather continues they believe they will have at least a month of good business.

A member of a well-known manufacturing house here believes that the sales of spring merchandise are up to the average of most years, notwithstanding the continued bad weather and the discouraged feeling of the merchants. The amount of merchandise sold during the warm weeks of March counterbalances, he thinks, the losses of April and May.

None of the houses have made cuts in the prices of their merchandise beyond a few Saturday specials, as mentioned previously in these reports. There is no indication that any such step will be taken before the regular time. The better merchants seem to hold to the idea that it would be better to put stock reduction sales off to a later date than usual this season and endeavor to get a little more out of the regular business.

Two of the big department stores are selling the surplus stocks of well-known manufacturing houses at very low figures. One of them is offering suits that were made to retail at from $18 to $30 at $10 flat. It had a rushing trade for the three days to which the sale was limited last week. The other house has priced the merchandise according to values, but the figures are much lower than regular, of course.

Manufacturing clothiers are complaining of the failure of piece goods manufacturers to deliver cloth of the quality represented in the samples. Their business for fall has been very good, although some cancellations have been received. These have been checked by the warm weather.

How the earth looks to a man up in an aeroplane.—New York Press.

The demand for furnishings of all kinds has shown a decided improvement the past few days, although the furnishings business all through has been better than clothing.

Panamas and straws have been moving fairly for the past week. They have been held up and probably no discounts will be made on them until the regular time.

Chattanooga, Tenn.—T. P. A. Convention Brought Large Number of Visitors to City and Increased Business in General.—The T. P. A. convention brought about 5,000 visitors to the city last week, and all stores report an increase of business. The weather here, however, was still very unsettled last week, and, besides daily rains, the city was visited by a severe hailstorm on Wednesday.

Portland, Me.—Talbot Company, Incorporated.—Clothing and wearing apparel. Capital, $1,400,000. President, J. B. Parsons and treasurer, W. M. Bradley, Portland.

ROCHESTER BUSINESS.

Predicts Fancies for Next Spring—Fewer Sample Fabric Patterns Shown.

ROCHESTER manufacturers figure that their selling season of fall clothing is practically closed, although there will doubtless be quite a number of filling-in orders later, especially on the more desirable goods. The season as a whole has been neither very big nor very little, just a good average, and the notable thing about it is that such a large proportion of the sales have been of wool goods. Some of the salesmen say they had to recommend these goods to their customers because of the better merit the clothing had than any in worsteds at the same price. But these same salesmen say they hope it will be possible to see again in the market worsteds of sufficient value, at prices that prevailed two years ago, to enable them to say to their customers that they can do better by coming back to such a class of merchandise.

One salesman, who was formerly a manufacturer and who is a good judge of fabrics, says that if the mill men will produce for next spring worsteds not lighter than ten and a half ounces that will hold their shape and not tear out in the seams, that will also contain snappy patterns, he will be for them as against wool goods because, with the real merit of honesty in them, they will better satisfy the wearer. He thinks that inasmuch as both retailers and wholesalers pushed staples strong this spring season, the trade will be riper than usual next spring for fancies. The same opinion is expressed by other salesmen who take pains to study the situation closely.

In one house it was said that more and more attention is being given to studying the matter of salability in fabrics and the elimination of the grades and styles that do not sell well. The old-fashioned way of showing an exceptionally large number of fabric patterns is being discouraged on account of the extra expense and the time it wastes. Dealers are growing also into the habit of wanting to buy of a house whose samples proclaim themselves at sight to be "winners."

Retail trade has come in leaps and bounds the past week since the bright, warm weather arrived. It has been so furious that dealers who had become discouraged have had their confidence restored and now say they believe the season will come out all right. Much depends on whether the majority of merchants will have sense enough not to rush thir cut-price sales. The disposition to do so has been materially lessened by their past week's experience. In one store the sales manager said he would be mightily pleased if the bargain hunters would get tripped this season, and he was moved to that wish by a letter one of the salesmen received from an out-of-town customer who wrote to find out how soon the best bargains would be offered. The latest sales have developed a better call for fancies in suits, the lighter shades selling very freely, seeming almost to be moving in step with the call for straw hats. Auto clothing has kept in good demand, especially the kind intended to keep out the wet of which there has been so much.

Charlotte, N. C.—Business Much Improved—Fair Trade Expected Now.—There was a marked improvement in the trade of the retail stores of this city last week, especially during the last three days. One clothing store that contemplated a big reduction sale postponed it until later in the season. The department stores suffered less during the preceding fortnight than did the clothiers.

PHILADELPHIA BUSINESS.

Distinctive Sales in Clothing Surrounded Last Week and Excellent Business Maintained.

ALERTS had a down retail clothing stores in this city last week did what might be termed a good active business as the result of their announcements of reduction sales. One house in particular, big retail outfitters on Chestnut street, started its mid-summer celebrate on Tuesday and from then on its salesroom were kept fairly busy each day during the remainder of the week. Other houses that took similar action were favored with a fairly active demand nearly every day the sales were in progress.

Outside of these reduction sales there was not much clothing sold here. The regular selling continuing extremely quiet on account of the cloudy or rainy weather. It has been estimated that not more than 10 per cent of the ordinary volume of business has yet been done on exclusive summer clothing, and wholesale manufacturers who generally by this time are in receipt of many duplicate orders have received hardly any.

The demand for furnishings was about as good as it was in the previous week. Hosiery was in leadership brisk demand, as was also underwear, but other articles were unusually dull to any great extent.

Straw hat sales are slowing down, the largest portion of the business being practically over for this season, which so far does not equal that of last year.

Wholesale and jobbing houses report business dull and collections poor. Fall trade has not been normal.

BIRMINGHAM, ALA.

Weather Good But Business Not as Brisk as It Should Be.

THE weather was rainy part of the week and that did not help trade any. It settled down at the week's end to what looks like an extended season of the hot weather which usually lasts till October. Trade has improved somewhat, though there still seems to be a feeling of uncertainty. Several merchants who were asked what it was, could not answer, but admitted that somehow or other buying lacked the spirit which it should have during this month. There is no industrial reason for it here, as not only are all the plants running full, but the Birmingham district has more industries than ever and their prospects are bright. In clothing it is remarked among traveling men that this city, more than any other in the South, favors the long-back coats.

BOSTON TRADE.

Warm Weather of Early Part of Week Stimulating to Retail Business.

THE warm weather on several days of last week and preparations for the local holiday on Friday proved stimulating to retail trade in men's clothing and furnishings. Retailers who had been waiting for just such a chance to show two-piece summer suits, made fine displays and attracted some customers. Even the Chinese office coats began to sell, and it looked as if a period of hot weather business had started, when gray skies and showers again brought an interruption.

The character of the demand for suits has not changed. There have been, by all odds, the most popular offerings, and blue serges have probably come next in this respect. Black and white combinations were included in the reference to gray suitings, as the former have got much attention, chiefly in the higher-grade garments, of course. Considering the general slackness of business, however, this has been a very good year for blue serges, with fancy blues getting less attention than they did twelve months ago.

Furnishings also moved more briskly on the warm days of the week, particularly lines of seasonable underwear. The latter offerings had previously received comparatively few calls.

At the same time, straw hats had a further brisk sale, the plain, stovepipe-brimmed hats getting the best of it by a good deal.

NOT RETURNABLE.

Nurse—"But if you really wish the baby to be a little boy, perhaps we could get the doctor to change her."

Master Bobby—"I don't think he'd do it, nurse, because you see, we've used her four days!"—From London Opinion.

WASHINGTON, D. C.

Week Characterized by Excellent Business, Despite Unfavorable Weather Conditions.

BUSINESS has never been better than it was last week. In going over their stocks and making inventories for the last few weeks, local merchants say they have found that the unseasonable weather conditions have, on the whole, not hurt them at all. The proprietor of one of the newest F street stores, which deals largely in men's clothing and furnishings, said that an phenomenal has been his record in selling refrigerants of all kinds that he could have done a great deal less business than he did in other lines and still have a good showing on the right side of the ledger. And it has been the case with other merchants. The sales of furnishings have not been up to their usual mark for the week, but quite for both men and women have gone well.

Merchants report greatly increased sales in piece goods, furnishings, shirtings, neckties, socks, underwear and hats, both men's and women's. Merchants say that if the last three days of the week are a criterion of what they will do for the rest of the season, they expect the biggest season in the history of the city.

Grandmother—"Josiah! Josiah! Whatever are you doin' with the boy?"

Grandfather—"I've gone and took 'is medicine without shakin' the bottle, an I'm shakin' it for 'im now."—Ideas.

ST. LOUIS TRADE.

Last Week Best of Season in Retail Circles.

A SERIES of rain and the arrival of warm weather made last week's business the best enjoyed by St. Louis retail clothiers, furnishers and hatters this season. Sales of furnishings and hats went up by leaps and bounds. Sales of underwear and shirts and hats were features of the week. Outwear also was good for underwear and hose. One store advertised a timely sale of underwear, and the results were reported beyond expectations. Goods priced at 50 cents, 75 cents and $1 were offered "at 39 cents," and goods selling at $1.25, $1.50 and $1.75 were offered "at 89 cents."

Demand for lightweight clothing showed much improvement over the previous week. Grays, tans and browns led, the demand for browns and grays being exceptionally good. Several stores pressed sales by cutting prices, in some cases more than 50 per cent. A department store advertised suits "selling at $35, $32, $40 and $42 at $19.75." Several clothing stores were said to have made reductions as great as 30 to 40 per cent in seasonable clothing.

Wide brim straw hats and Panamas were good sellers at the hat stores.

NEW ORLEANS TRADE.

Summer Dullness Now on Here.

THE usual summer dullness is settling down on all lines of the dry goods trade, but some success has been attained by the effort to promote special sales on Thursdays. The very warm weather last week put a stop to sales of woolen suits, and the houses are not advertising them to any extent now, though they are offering some bargains.

The dry goods stores experienced a disappointing shock last week, when the fact was made plain that the project to restore interior rating was dead. A committee of merchants was working out a plan to re-establish rating; but the anti-rating element proved too strong and they gave up in disgust.

Great hopes, however, are set on the prospects of getting the Panama Exposition, and while there is much confidence here, it is not expected that trade will show the effects of it until November, when Congress will act on the question. In fact, the merchants in withdrawing their proposal for rating, say they do so because they do not want to be accused of endangering the exposition project, for some members of the committee threatened to fight the exposition tax if the rating project was pressed.

San Francisco.—Trading During Week Fair, Special Sales Aiding Volume Considerably.—Trading last week reached fair proportions, special sales by leading retailers augmenting the volume materially. Outdoors reported big shortages in their stocks of spring and summer lines, brought about by cutting prices, in some cases more than 50 per cent. A department store advertised suits "selling at $35, $32, $40 and $42 at $19.75." Several clothing stores were said to have made reductions as great as 30 to 40 per cent in seasonable clothing.

Seattle.—More Spirit in Retail Trade Than for Several Weeks, but Weather Still Too Cool for Summer Clothes.—Trading was more spirited last week than for several weeks past, largely due to the great number of sales in furniture now in force, which rival those of former years held at the season's end. This refers to their wash goods, as there are few sales in women's wear. The trade in those being quite satisfactory. The weather continues too cold for the best results.

NEWS OF THE CLOTHING TRADE

Aviation Garments for Sale by Rogers, Peet & Co.—How One Concern Builds Up Boys' Department—Providing Office Coats for Employes—Clothing Houses Report Good Business.

Newport, R. I.—Sidney Jacobs, of the Enterprise Clothing Company, is spending two weeks at Atlantic City.

Amsterdam, N. Y.—Isaac Barnett, a well known clothier, has gone to the Neurological Hospital, New York, for treatment for nervous trouble.

St. Cloud, Minn.—Celebrate Fifty-fourth Anniversary.—The Metzroth Clothing Company has celebrated its fifty-fourth anniversary in business.

Newport, R. I.—The Enterprise Clothing Company, J. A. Jacobs, proprietor, has installed the Norwich clothing racks, which give the store a very neat appearance.

Chicago, Ill.—C. L. Jackson on Trip to Detroit, Cleveland and Buffalo.—C. L. Jackson, of Capper & Capper, is on a combined business and pleasure trip to Detroit, Cleveland and Buffalo.

Marshfield, Wis.—Clothing Salesman Going in Business on His Own Account.—Joseph B. Kaufman, head salesman for Louis Laemle, clothing, will engage in business for himself.

Carrollton, Ky.—Howe Bros., clothing and dry goods.—The recent death of R. J. Howe, due to heart failure, will not make any change in this business, which will be conducted along the same lines.

Birmingham, Ala.—Mohair Suits Selling Well.—Mohair suits for men are going well here, and the great variety of colors and patterns is making them a strong competitor of blue serge and tropical worsteds.

Newport, R. I.—The Four Little Tailors, 340 Thames street, are advertising that they give an extra pair of trousers with every custom-made suit at $13.50 and $16.50. This form of advertising has already doubled their business, it is said.

Aurora, Ill.—Fernberg's Clothing Business Ahead of Last May's.—Edward Fernberg, of the Fernberg Clothing Co., Aurora, states that their May business was ahead of last year's; clothing, neckwear and hats selling well, though furnishings were off somewhat.

New York, N. Y.—The King's Death Merely Increased Trend Toward Black and White.—The Wanamaker Store says that "undoubtedly the period of mourning in England has some bearing upon the increase of the black and white vogue, but months ago Paris and Wanamaker's announced that black and white would be the style of the season." They claim to have been the first in America to proclaim black and white this season.

Chicago, Ill.—Frank Waldron on Annual Outing.—Frank Waldron, assistant clothing buyer for Capper & Capper, returns this week from an outing in the wilds of Wisconsin.

Oakland, Cal.—C. J. Heeseman, Inc., Installs Juvenile Department.—C. J. Heeseman, Inc., clothier and outfitter, 1107-1115 Washington street, has installed a juvenile and young men's department carrying a classy line of both under and outer garments.

THIS WOULD BE EFFECTIVE AND APPROPRIATE
IN VIEW OF THE POPULARITY OF THE NATIONAL GAME LET THE PRESIDENT APPEAR IN CATCHER'S MASK AND MIT

WHY NOT?

Why need the president or ex-president of a great republic go clad in a little old black "Prince Albert" when mingling with the glittering pageantry of emperors and kings? We've got the price. Let us get our president a uniform.—New York Press.

IT'S ALSO ROUGH ON THE POCKETBOOK.

"Do you think that you derive much benefit from travel?"

"Well," answered the vacuous youth, "it's rather good for the crease in one's trousers, but it's deuced hard on coats."—Washington Post.

MEN'S WEAR.

Green Bay, Wis.—Griffith & Entzminger Buy Store in Dayton, O.—Griffiths & Entzminger, owners of a chain of stores in Wisconsin, have purchased a large clothing establishment in Dayton, O., according to an announcement made by M. E. Entzminger in this city.

Reading, Pa.—David Levine Comes Here From Shenandoah.—David Levine, clothing and men's furnishings, of Shenandoah, has moved to this city, and has purchased the clothing business at 410 Penn street, which he will continue. Abe Zabel, his son-in-law, was the former owner.

Worcester, Mass.—Denholm & McKay Company's Annual Department Managers' Sale.—Denholm & McKay Company, proprietors of the Boston Store, recently completed their annual "Department Managers' Sale." They offered "$100,000 worth of new goods at an average of half price."

Chicago, Ill.—Maurice L. Rothschild Selling Large Numbers of Blue Suits.—Maurice L. Rothschild says: "If you pay any attention to the style preferences of well-dressed men, you'll discover a big percentage of blue suits being worn; we're certainly selling a great number of blues. One reason is, we have a very large stock of them to sell; we have always made blues a great feature; we devote a whole floor to blues, in charge of men who make a specialty of selling such goods and know the subject thoroughly."

New York, N. Y.—Coatless Opening at New Vaudeville House.—"Come dressed for comfort" was one of the attractive sentences in the invitation to the opening of the new Eldorado Casino at Broadway, Fifty-second street and Seventh avenue. It is described as New York's first shirt-waist opening.

New York, N. Y.—Big Season for Raincoats.—This is the consensus of opinion of manufacturers interviewed by our representative. Some manufacturers are unable to cope with the demand, and the call for fine goods is said to be in excess of the supply. The wane of the cheap rubberized goods is predicted.

Cleveland, O.—Rumored That J. G. Stirm Will Open Clothing Store.—It is rumored that J. G. Stirm, retiring member of the Davis & Sale Company, who recently sold his interest to W. B. Sale, as reported, clothing and furnishings, will open a clothing store in a prominent location here, and will be ready for the fall trade.

New York, N. Y.—Henry Frankel Betrothed.—Henry Frankel of Frankel Brothers, clothing manufacturers, is engaged to be married to Miss Tessye Florence Cohen. Miss Cohen is a daughter of Jacob Cohen, clothing manufacturer. Henry Frankel is the first of the Frankel Brothers to become engaged.

Philadelphia, Pa.—Strawbridge & Clothier's Anniversary Sale Breaks All Records.—Strawbridge & Clothier claim that their recent anniversary sale was the greatest sale in 42 years. They say: "The first day of this Grand Fete Anniversaire almost exceeded in volume of business even our greatest one-day Christmas time records!"

Chicago, Ill.—In the Market.—H. L. Becker, of Mitchell, S. D., formerly with the Becker Big Clothing House, was in Chicago during the fortnight, buying a new line of clothing, hats and furnishings for his new store in Mitchell. Mr. Lince, of Silverberg & Lince, Des Moines, Ia., was also noted in the Chicago market picking up novelties for the retail trade.

New York, N. Y.—Aaron J. Jacobs Does Not Join Adolph Aarons & Co.—The contemplated arrangement between Aaron J. Jacobs, formerly of David & Jacobs, by which he was to have joined Adolph Aarons & Co. in a partnership, which was to have taken effect on May 15, has not consummated, and Adolph Aarons & Co. will continue as heretofore.

Philadelphia, Pa.—Sigmund Lewis Now With Arnold, Louchheim & Co.—The report in the market recently that Sigmund Lewis, who, as noted, resigned as designer for Schloss Bros. & Co., of Baltimore, had signed up with Arnold, Louchheim & Co., of the city, has been confirmed by Joseph A. Louchheim, who stated that Mr. Lewis began his duties with his firm June 15.

Rochester, N. Y.—In This Market.—P. Schira of San Juan, Porto Rico, is here buying clothing. He says that trade is very good in his city, and that he needs more American clothes than ever to satisfy his trade. Others here recently were the two sons of Mr. Bird, of Travers-Bird Co., Detroit, who came in their auto, and Charles Barker, who has bought the store of Flesh &

Lane at Flora, O., who is accompanied by Mr. Lane.

Warren, Ark.—The Rex Clothing House.—This company has no connection with the Rex Clothing House of Marianna, Ark., which assigned recently to M. C. Lemon, of the Lee County Bank. The president of the Rex Clothing House of this city is Fred L. Purnell, and the Rex Clothing House of Bastrop is composed of Joe Thompson, of Warren, and G. C. Moore, of Pine Bluff.

Houston, Tex.—Mistrot-Munn Company Acquires Three-Story Building for Men's and Boys' Clothing Department.—The Mistrot-Munn Company, department store, Congress and Travis streets, has acquired the three-story building on the corner of Main street and Congress avenue, and will use same, after remodeling, for their men's and boys' department. Their present building will be used for the women's wear departments.

Rochester, N. Y.—Plan to Syndicate Factory Expense Among Large Clothing Manufacturing Houses in Rochester.—Preliminary steps have been taken by a number of Rochester clothing manufacturers to buy a large tract of land and erect on it new factories so close together that the heat, light and power plant for the use of them all can be syndicated; all furnished from the same plant and distributed as needed.

San Francisco, Cal.—Henry Kahn Returns From Eastern Trip.—Henry Kahn, son of the late Charles Kahn, who has taken his father's place in the firm of Charles Kahn & Co., proprietors of the Hub, has returned from a month's trip in the clothing markets of the East and promises many new features in the management of the business with the opening of the fall season. Mr. Kahn signalized his return by introducing the second sale in the history of the firm's business career, offering one-fourth off on all spring and summer lines still on hand.

Chicago, Ill.—Levenger-Slade Company.—H. L. Slade of this company was in the Chicago market last Thursday purchasing goods for his new store, which will be opened August 15, in Mitchell, S. D. Mr. Slade was formerly clerking with Becker Clothing Company of the same town, and he says the store he is about to open will be a man's wear store. He has put in a line of clothing from the Washington Company; Kuh, Nathan & Fischer and Samuel W. Peck & Co. The Gould Reptile Show Case Company have in the course of construction an outfit for this store which is described as being one of the finest in the state.

New York, N. Y.—Oscar Coller's Clever Illustration of Conditions.—Oscar Coller, of Oscar Coller & Co., said that the present situation reminded him of a ship on the ocean that had sprung a gigantic hole leak, and that when the news reached the passengers none of them could sleep or eat or do anything else but stand around the little hole, getting nervous prostration, and falling in each other's way in an attempt to stop the little stream of water that was spurting through the small hole. "There is no danger absolutely," said Mr. Coller, "and yet the people are practically panic stricken because of the way one man talks to another."

New York, N. Y.—Aaron Mintz Resigns From Blackfort Mintz Company.—Aaron Mintz, of the Blackfort Mintz Company, manufacturers of clothing, 111 Broadway, which, as previously noted, recently obtained leave from Justice Gaynor of the Supreme Court to change its corporate name to the present style, has resigned as president and director of the Blackfort Mintz Company.

MEN'S WEAR.

and has sold his interest to Morris Goldstein, formerly of Gumb, Goldstein & Company, who will become president of the company. It is stated that the business will be continued under the present style without change. Mr. Mintz has not yet decided upon his future plans.

New Bedford, Mass.—Retailers in Shopping Center Sell High-Grade Goods—The Shopping District of New Bedford.—Purchase, Union and William streets is the trading center for all the Cape Cod towns. As the Cape population is well-to-do, the retailers here have a call for the better grades of clothing. Tailor handles clothes as high as $35, and other clothiers carry $15, $18, $20 and $25 clothing. There is a big demand here for 75 cent and $1 neckwear, and hosiery is sold as high as $1.50 per pair. Shirts at $1, $1.50 and even $2 and $2.50 are handled by the men's furnishers. In the mill section, that is, the North End—Acushnet avenue—retailers report the same prices as in Fall River.

St. Joseph, Mo.—Attempt to Swindle Clothing House Unsuccessful.—A confidence man has been attempting unsuccessfully to work an old swindle on St. Joseph clothing merchants. He telephoned an order for $101 of goods to the Townsend-Unterthale Clothing Company, saying he didn't have time to go to the store. Someone in the store remembered that the family at the address given was out of the city, and a detective was assigned to deliver the goods. No one was in sight, and it is supposed that the confidence man, who probably intended to pay the delivery clerk with a check, promising to visit the store later for his change, was frightened away by the delay.

Eve's Daughters.—Fitzgerald, Dillitter.

Erie, Pa.—Isaac Baker & Son Remodeling Their New Store.—Isaac Baker & Son, manufacturing clothiers, 501-505 State street, are remodeling the building at Seventh and State streets, which was recently purchased by Mr. Baker. The improvements will cost $40,000. There will be 80 feet of show windows on Seventh street, 42½ feet on State street and 25 feet on the postoffice side of the building. The entire floor space of the store will be thrown into one salesroom. The basement will have a room of equal size, and there will be a large salesroom on the second floor also, giving nearly 14,500 square feet of floor space. The firm expects to occupy the building by Sept. 1.

Cleveland, O.—Howard Bierfeld, formerly of New Orleans, who opened a clothing store on the ground floor of the Kirby building, 318 Euclid avenue, at the beginning of the season, states that he has done a very satisfactory business right along, although the weather has been a hindrance, of course. His store is fitted out nicely and all clothing is marked in plain figures. As the store is up away from the dust, Mr. Bierfeld considered it unnecessary to install cabinets and their cost, but stock is to better shape for inspection when out in the open. The racks are arranged in rows and set at angles, so that the merchandise is given an excellent display. He makes a specialty of suits and overcoats at $15 and $18.

Rochester, N. Y.—Eight Clothing Companies Incorporated at Albany, Principal Office in This City.—The Albany Clothing Company, capital $14,000; the Detroit Clothing Company, capital $10,000; the Indianapolis Clothing Company, capital $13,000; the Little Rock Clothing Company, capital $11,000; the Joplin Clothing Company, capital $16,000; the Hayes Steele Clothing Company, capital $14,000; the Youngstown Clothing Company, capital $17,000, and the Toledo Clothing Company, capital $18,000, were incorporated with the secretary of state June 14. The principal office of all the companies is given as Rochester. The incorporation papers state that the companies will carry on a general mercantile business. The directors of all the companies are: Max E. Rosenblum, Charles A. Mentor and Avery M. Marsh, all of Rochester.

Chicago, Ill.—Reported That Rothschild & Co. Are Again Negotiating for Building at Jackson Boulevard and State Street.—The sudden stoppage of remodeling the building at the southeast corner of Jackson boulevard and State street, which until recently was occupied by Spaulding's jewelry store, revived the rumor that Rothschild & Co., who occupy the rest of the block facing State street, were again negotiating for the space. It is said that when at one time the negotiations were opened there was a considerable difference between the price wanted and that offered, and as the parties, the other of whom is the L. & Leiter estate, could not agree upon the price, negotiations ceased. The building was in the course of remodeling, to be cut up into small stores, when the operations ceased. Joseph Leiter is in New York, and it is said that a representative of Rothschild & Co. went to New York also, but this could not be confirmed. At the office of the Leiter estate it was said that the work stopped on account of the iron workers' strike, and nothing further seems to be known. Inquiries are referred to Mr. Leiter, who they say will not return for a couple of weeks. Rothschild & Co. have wanted the space in order that they might have the entire block. At the store of Rothschild & Co. the report could not be confirmed.

WHY SHE PREFERRED WALKING.

An alert little five-year-old was taking a walk in a city park with her mother, and when they arrived at the boat landing where the swan boats were waiting for passengers little Elsie pulled away and declared very vigorously that she did not want to go.

Her mother could not understand this sudden fear until she heard the boatman's call:

"Come along, come along—ride once around the pond—only five cents for ladies and girls—children thrown in!"—Ladies' Home Journal.

THE UNION SPIRIT.

At a public school not long ago the children were training for the annual Flag Day celebration. One boy, in order to show good reason why he should take a prominent part in the ceremonies, said that he had a real gun; another had a pistol; a small girl had a flag, and so on.

Finally one tow-haired lad of six came up to the teacher: "Please, ma'am, I has a union suit," was the reply.

London, England.—Rumor That Men May Wear Tight Trousers to Match the Tight Skirt Fashion.—There is a rumor afloat here that the trousers of fashionable men may lose their loose, baggy effect and return to the skin-tight forms of the eighteenth century, in order to keep pace with the present fad in women's skirts.

New York, N. Y.—Sales of Boys' and Children's Clothing Ahead of Last Year.—L. E. Remington, manufacturer of children's clothing, 85 Fifth avenue, is back from his trip and says his firm's fall orders are greatly in excess of last season and still more ahead of a year ago, which was the firm's first season in business.

Philadelphia, Pa.—Strawbridge & Clothier Report Record June Week, $16.50 Suits a Factor.—Strawbridge & Clothier said yesterday, in advertising a sale of suits at $16.50: "Last week we sold nearly a thousand Stein-Bloch suits at $16.50; which, together with hundreds of suits at $7.50 and $11.50, and raincoats and trousers under price, made the greatest June week's business in the history of this clothing store."

New York, N. Y.—Clothiers, Furnishers and Others Dress Their Establishments in Honor of Roosevelt's Return.—Along the line of march traversed on Saturday by the parade in honor of Mr. Roosevelt's return the decorations of wholesale and retail clothiers, furnishers and others in the textile and kindred lines undoubtedly made up the bulk of the display. In one of the windows of John Wanamaker's store was a large picture of the ex-President, draped with flags, and Pinto Bros.' establishment, at Thirteenth street, took advantage of the opportunity by boosting Nairobi collars, the posters illustrating the collar having a picture of a lion just shot by a hunter. Young's hat stores had attractive displays and on the bulletin board at Houston street and Broadway was the announcement, "Welcome, Teddy," while in the door, under his picture, surrounded by flags, was the slogan, "Delighted to see you back."

New York, N. Y.—Providing Office Coats to Men Employes to Insure Uniformity.—Have you ever entered a large office where 50 or more men are at work, and observed in the summer the varied styles and colors of office coats worn by the men? The colors run from the sombre black to the zebra stripe effect. One of the large commercial agencies at the beginning of each summer provides all of its men employes in the New York office with black alpaca office coats. One man has charge of the distribution, taking the measurements of the men and supplying them with new coats if those of previous years show signs that warrant their discarding. There is no charge to the employes and the office force presents a quiet and uniform appearance.

A POINTER FOR MOTHER.

"Now, Willie, you may choose from these pants on the counter any pair you like," said the mother upon taking her small son to the store.

"Gee, here's my choice, Ma," said Willie. "See the card?"

It read: "These pants can't be beaten."

New York, N. Y.—Mendelsohn-Herbert Company to Change Corporate Style.—Application has been made to the Supreme Court by the Mendelsohn-Herbert Company, clothing manufacturers, to change its corporate style to the Mendelson-Herbert Company. The only change in style will be omitting the letter "h" in the first name.

New York, N. Y.—Lester Walcott, of Tom Murray's, Expresses His Views on Conditions.—Mr. Walcott, partner with Tom Murray, met in this market, said: "I think that the pessimists are getting just what they deserve. They hurt their own business, and yet I believe there are a great many, like ourselves, who have done a very satisfactory business, and who know that May, 1909, was a wonderful month, and that this May was a poor month. Because of this reason, you hear these chronic complaints. In reality, though, the live merchant's business, as ours, I believe, will be ahead for the season, and from my last reports I know our spring season is going to show a gain on last year at this time for the four months.

"Of course, we do a popular priced business and have the people to depend on, and the people that need clothes, and we are not catering to the artistic, high priced end. Therein may lie one big reason why our business grows and shows gains."

WOMAN'S INFLUENCE AS USUAL.

"Hallo!" exclaimed a costermonger on meeting an acquaintance. "Wot damages did yer get for being in that motor-'bus accident?"

"'Eavy ones, my boy," was the reply accompanied by a grin. "I got twenty pounds for myself and twenty pounds for the missus."

"The missus! Was she hurt, too?"

"Yes, in course! I 'ad the presence of mind to fetch her one over the 'ead 'fore we was rescued!"—Ladies' Home Journal.

ROGERS, PEET & CO. CARRYING AVIATION CLOTHING.

ROGERS, PEET & CO., New York, now have in stock some special aviation clothing, notable for its unique features. There are two styles of suits.

One is of leather. The outer surface of the suit is a chrome leather, very soft and pliable, and said to be waterproof. It is lined with a sort of camel's hair wool, or vicuna, in the coat, but the breeches are not lined. The coat is an extreme double-breasted pattern, the under reach extending clear across the chest and buttoning underneath. The upper reach, on the outside, extends to the other side and partly under the armpit, buttoning down in a line over the hip. It is fitted with a standing or military collar, snug around the neck. At the cuff of the coat is a wind guard and clasp. The breeches are patterned after the regulation English riding breeches, with a small fall. Puttees are worn with the suit. The helmet is of leather, fitting tight over the head, practically a regulation automobile racing headgear. It has heavy ear-guards in the front of an opening through which it is possible for the operator of an air ship to hear easily.

The other suit is entirely different in its makeup. It is a combination, one-piece suit, made of a cravenetted cloth. The upper part is a blouse loose over the belt at the waist, has a standing collar and straps at the wrists, preventing the wind from running up the inside of the sleeve. The lower part of the suit is almost like an ordinary pair of trousers, strapping tight around the ankle. The suit is lined with a woolen cloth, and interlined with a leather, said to be some sort of kid, which is wind proof. The hood is of rubber, the top resembling a skull cap with a cape which reaches over the shoulders and fastens under the armpits. This also has ear-guards, and only the face is exposed.

Worcester, Mass.—Grodberg & Goldberg Dissolve.—Maurice Goldberg and Max Grodberg, doing business under the name of Grodberg & Goldberg, jobbers and manufacturers of pants, 3 Ledge street, have dissolved partnership. The plant, which was sold at a private sale, was bought by Mr. Grodberg and will be occupied by the Grodberg-Hirsch Pants Manufacturing Company, recently incorporated, with a capital of $25,000. Mr. Goldberg has entered into a copartnership with Jacob Burwick and will engage in the pants manufacturing business in the property on Hygien street, formerly occupied by S. Seder & Bro., shirtwaist manufacturers.

Cleveland, O.—At the store of the Graves & Laughlin Company, young men's and children's clothing and furnishings, it was stated a few days ago that the business each month this spring had exceeded the estimate made by the proprietors when they started into business. They say that the boys and young men are their best advertisers, as they are finding from what is said by the youngsters when they come to the store. They have learned that the young people talk with each other about the store and are interested in it, because it is exclusively for them. This feature has been of especial value to the proprietors and they believe it will become more important the longer the house is in existence. Another thing, they make it a point to give the boys what they want, instead of advising them to have their clothing this or the other way. Both in fabric and style they endeavor to satisfy their young customers and they are finding that it pays them well, even if it does cause some trouble in the bushaling shop and in other ways.

FURNISHING GOODS NEWS

Marshall Field & Co. Acquire Controlling Interest in Six Cotton Mills—Changes Among Wholesale Houses—Handkerchiefs Sold in Drug Store.

New Bedford, Mass.—E. E. Dupuis, haberdasher of this Acushnet avenue, has now put in a line of Crawford shoes.

Green Bay, Wis.—Increases Capital.—The Fox River Glove Company has increased its capital stock from $10,000 to $50,000.

Somerville, N. Y.—Ideal Glove Co.—This company has closed its shop and gone out of business. A. H. Cuneliffe was the secretary and treasurer and Judge Mills president.

Pawtucket, R. I.—Oscar's Clothes Shop has installed a line of men's furnishings. This concern placed on sale June 15 a line of serge suits at $10 and $13.50 "well worth $20 and $25."

Minneapolis, Minn.—Oscar Pollock Discontinues.—Oscar Pollock, who recently opened a men's furnishings store at 141 East Lake street, has discontinued and returned to St. Louis.

New York, N. Y.—Taft-Weller Company to Reorganize and Continue. It is Expected.—Although no authoritative statements could be secured at the offices of the Taft-Weller Company, it was reported that the business, for which an advisory board was appointed some time ago, as reported, will be continued, following a reorganization of the company, and not be liquidated, as was first rumored. A large quantity of stock has been disposed of, and a large number of outstanding accounts collected. It is believed, and it is understood, likely that a statement will be issued shortly detailing the organization.

Charlotte, N. C.—Marshall Field & Co., Chicago, have acquired the controlling interest in six mills in this state, including the control of the American Warehouse Company, the direct Wiscon Mills, the Lily Mills, the Rhode Island Company, the Nantucket Mills, the Corman-American Company and the Carolina Cotton and Woolen Mills Company. With this transaction Marshall Field & Co. acquire control of practically all of the manufacturing plants at Spray, except three. The transaction is said to be the largest deal in cotton mill stocks in the South, and one of the largest in the country.

Amsterdam, N. Y.—Will Close Early on Thursdays.—Retail clothing and dry goods merchants have agreed to close their stores at 12 o'clock on Thursday from July 7 until September 1.

Canajoharie, N. Y.—John C. Skaden Re-opens.—John C. Skaden, men's furnishings, hats, caps, etc., has reopened his store in the Fisher block, which was destroyed by fire on November 12 last.

New Ulm, Minn.—Owner of Shirt and Overall Factory.—It is rumored that Mueller, Hudson & Johnson, said to be shirt and overall manufacturers of St. Peter, contemplate erecting a branch factory here.

Sioux City, Ia.—New Wholesale Dry Goods House to Open Nov. 1.—The previously reported new wholesale dry goods house, capitalized at $500,000 and known as the Hicks-Fisher-Pierce Company, expects to open for business in this city, in the Boston block, Sixth Fourth street, on Nov. 1. As before noted, the company will also manufacture shirts, overalls, underwear, mittens and the like, which they will dispose of in their store.

Johnstown, N. Y.—Glove Manufacturers Report Good Conditions.—Glove manufacturers report a busy season, but a curtailment of production will soon follow, as the fall and winter stocks have been made up. Collections have been reported good.

Montgomery, Ala.—New Wholesale Dry Goods House Will Be Known as Schauer, Wise & Co.—Nathan and Mose Schauer, of Rafaela, and Emil Wise, of Ella, Ala., who, as before noted, will establish a wholesale dry goods and notion store here this fall, will organize as Schauer, Wise & Co. and have a capital of $100,000. A four-story brick building will be erected for the new firm on Commerce street, which it is intended to have ready for occupancy early in the fall.

HELP FOR THE TOTTERING

An appropriate cartoon from the Chicago Daily News.

Birmingham, Ala.—Four Windows Filled With Earl & Wilson Shirts.—Bloch's held a sale of a "tremendous purchase of Earl & Wilson shirts" during the fortnight, and used four immense windows to display them. They did not advertise any reduction prices.

Gloversville, N. Y.—New Glove Factory.—Louis Gifford, who recently sold out his general store at Cranberry Creek, is starting a glove manufacturing plant with thirteen operators, and will shortly double this force. He manufactures the finer grades of gloves.

Los Angeles, Cal.—Reported Philip A. Newmark Will Withdraw From Brownstein, Newmark & Louis on Jan. 1, 1911.—It is reported that the firm of Brownstein, Newmark & Louis, wholesale men's furnishings, will dissolve at the end of the year, Philip A. Newmark withdrawing. Mr. Newmark, it is said, will take no active part in the management after July 1, but his interest will remain in the business until the end of the present copartnership arrangement on December 31. It is understood at that time the firm will be succeeded by a corporation.

Buffalo, N. Y.—X-Cel-O Glove Company Elects Officers and Increases Capacity.—At the last meeting of the directors of the X-Cel-O Glove Company, C. C. Weidenthal was elected president, W. B. Wilhite vice-president, and E. J. Schmidt secretary and treasurer. The company has greatly increased the capacity of its factory.

Washington, D. C.—Pettit & Co. Lease Three Buildings and Will Combine Them Into One Store.—Pettit & Co., furnishings and dry goods, Seventh and I streets, have leased the building at 911, 913 and 915 Seventh street, and will occupy it on the completion of extensive alterations. The three buildings, it is explained, are to be transformed into one immense store.

Philadelphia, Pa.—Cluett, Peabody & Co.'s New Marathon Shirt and Bedford and Cotton Collars.—A new shirt introduced by Cluett, Peabody & Co. is named the Marathon. It is made for summer wear and has a separate collar. This collar when turned out makes a soft bellows collar for outing purposes, and when turned inside the shirt, serves a purpose to which a stiff collar may be attached. The retail price of this shirt is $1.

Baltimore, Md.—E. Rosenfeld & Co. to Discontinue Making "Faultless" Underwear.—E. Rosenfeld & Co. have decided to discontinue the manufacture of underwear.

New York, N. Y.—Jacob Adler & Co. Report Largest Advance Fall Orders in Their History.—Jacob Adler & Co. state that their factory in Gloversville is running at its highest capacity, and that their advance fall orders are the largest they have ever had. Business in the domestic glove line, they say, is in a much stronger condition than in many of the other manufacturing lines.

Chicago, Ill.—Siegel, Cooper & Co. Carrying "Wunderhose."—Siegel, Cooper & Co. announce that after thorough consideration of the matter they have adopted the famous Wunderhose, fully guaranteed, for men, women and children.

Kansas City, Mo.—S. Ewing Going to Germany to Buy Stock.—S. Ewing, buyer of men's furnishings for G. Gundelfinger Sons & Co., will leave for Europe on June 10 on the Kronprinz Wilhelm and will go direct to Germany to buy hosiery. He will return to Kansas City about August 15.

New York, N. Y.—Handkerchiefs on Sale at Drug Store.—Owing to the great demand for handkerchiefs by the transient trade in the hotel district of the city, Mr. Shellington, manager of the Times Square branch of the Hegeman Drug Company, has laid in a varied assortment of handkerchiefs.

Pittsburg, Pa.—Dry Goods Trade in First Five Months of 1910 Shows Increase Over Same Period of 1909.—The dry goods trade shows an increase in business for the five months up to June 1 of about 12 per cent over the same period last year. Conservative buying from manufacturers is the rule, owing to irregularity in the prices of cotton goods.

TOO MUCH SAID ABOUT THE KNIT TIE.

A CHICAGO neckwear manufacturer said to our representative: "Up to this time I have declined to say anything about the knit tie, but in view of the many and various opinions that are expressed about it I am going to express my opinion, not so much about the article as about the commotion that it has caused. I will admit that it is the greatest thing that ever struck our business. It has given us some hard knocks, but as I see it now, the demand for the knit tie is declining. This I would have predicted some time ago but for my policy of saying nothing. The more that is said about it is just that much more advertising for the article. Those who read the expressed opinions are inclined to believe that anything that is causing so much talk in the trade must be an article the merit of which demands strenuous competition. Talk about organizing to combat it! Such a procedure would simply promote the sale of the knit tie. If silk neckwear manufacturers do not like the article why do they not ignore it and let it die a natural death rather than stimulate the demand for it through publicity? To suppress it let us 'shut down' on the order of a clam and see how long the novelty will last."

"Hol' on dar, Angel Gab'el; I ain't riddy jes yit!"

Utica, N. Y.—Reported That Another Knit Goods Merger Is Under Way.—It is unofficially stated that there will be another merger of knitting mills in Oneida and nearby counties. The capitalization, it is reported, will be between $3,000,000 and $4,000,000 and two mills which are now idle will be operated. The merger is to effect a saving in the making and the marketing of knit goods.

Los Angeles, Cal.—L. Samler & Sons to Open Branch Store Here.—L. Samler & Sons of San Francisco, manufacturers of vests, smoking jackets, neckwear, etc., have taken a lease on the ground floor at 345 South Los Angeles street, and will open a branch here about July 1. A new front is being put in and the premises generally improved for them.

Philadelphia, Pa.—Harry Virgoe, of London, Says Philadelphia Follows London Fashions More Closely Than Any Other City in the United States and Sells Proportionately More English Goods.—Harry Virgoe, of Virgoe, Middleton & Co., furnishing goods and men's wear, London, England, who was recently in this city for a few days, in a conversation with our representative said: "In all my travels throughout this country, I find that Philadelphia follows London fashions more closely, and proportionately sells more English goods than any other city in the United States. New York actually sells more English goods, but it is a much larger city, and in comparison does no greater business in this line than Philadelphia. All the first-class furnishing shops in this city handle English goods, and I find they have a big demand for them."

FORTUNE'S FAVORITE.

"An' de happiest day's gwine ter cum when po' ole Rastus done leave dis mis'r'ble earf and rise to dem celestial regions."

FIRES AND FLOODS.

Lawrence, Mass.—Smoke damaged the $20,000 stock of Bee Hive Clothing Store, L. H. Ginsberg, proprietor, 196 Essex street.

Chicago, Ill.—Loss on clothing stock of Owen & Lattman in fire at 644 West Twelfth street was total; insurance $4,000.

Des Moines, Ia.—In fire on Fourth street which caused total loss of $86,000, stock of Sol. Wolk & Co., wholesale clothing, was damaged.

Stoughton, Wis.—In recent fire here F. B. Hyland, department store, sustained loss of $10,000 on stock and $2,000 on building; insured.

New York, N. Y.—Among other firms damaged by $50,000 fire in the building 34-41 Tompkins street, were Zabin Shebelinsky Bros., manufacturers of shirts.

Chicago, Ill.—Fire, caused by crossed electric wires, caused small damage in one of the State street show windows of A. M. Rothschild & Co. The window was filled with women's wearing apparel.

Philadelphia, Pa.—Fire starting on second floor of five-story building at 405-07 Market street damaged stock and building to the extent of about $50,000. The Alberta Knitting Mill, bathing suits and sweaters, third floor, were entirely burned out, loss about $10,000 to machinery and stock. H. Herold & Son, retail dealers, also suffered damage.

Milwaukee, Wis.—Merchant Tailors Form Association to Suppress "Deadbeats."—At a meeting of the leading merchant tailors of this city, held at the Blatz Hotel recently, a local organization was formed, which will later affiliate with the National Association of Merchant Tailors of America. They aim to give protection from undesirable credit customers, get greater publicity and establish trade schools for tailors. William Marnitz was elected chairman and Fred C. Sattler secretary.

"I wouldn't swap dis yere earf fo' all de celestial regions as is."—E. W. Kemble in the Cosmopolitan.

DISTRIBUTING STOCK TO EMPLOYES.

MR. STUMPF, of Stumpf & Langhoff, Milwaukee, speaking of the results of a plan which they inaugurated some time ago, in which certain of their employes were admitted to partnership, said:

"Some time ago we conceived the idea of making certain of our employes profit sharers with us in the business. With this in view, we incorporated, and set aside a certain amount of stock to be distributed to the most meritorious of our employes. While length of service, of course, had some influence in the selection of those who were to be given this reward, yet it was upon merit that we selected eighteen of our employes who were permitted to acquire this stock, and we still have some stock left that we are willing to dispose of in this way. At first, we held the certificates and indorsed them for the amount of their profits, which were to be applied to the payment of the certificates. It was seen that some were a little skeptical about the plan, thinking that there might be a 'joker in the pack,' and to allay all fears of this, we gave them the certificates at the time of the distribution of the profits. This seemed to have the desired effect, and much more interest is being taken in the little things that ordinarily might be given no attention, and these in the aggregate are important. We are well satisfied with the result of our experiment in this direction."

"Halle lu yah! Amen! I's released."

New York, N. Y.—Why Claflin's Will Not Hold Midsummer Clearance Sale This Year.—In an interview for publication as to why the H. B. Claflin Company will not hold its usual midsummer clearance sale this year, John C. Eames, vice-president of the company, is quoted as saying in substance: "Owing to the fact that there is no great amount of spring goods being carried over we find it will not be expedient to hold our semi-annual clearing sale this season. I consider that prices on all staples are at the lowest point they can reach under present conditions, many lines now being sold below cost of production; the fact that the mills, both East and South, are curtailing their production, in many cases shutting down completely, insures a scarcity of goods in the near future. Of course, there are some bargains which we always have at this time of the year which our patrons can take advantage of between now and stock-taking."

Unsightly Signs Ordered Down in Chattanooga.—Through the influence of the City Beautiful Club, an organization of women, the police department of Chattanooga has ordered that all offensive signs must come down. The big department stores, which have heretofore announced their feature sales by streamers reaching across the street, now make their displays in their show windows and on the walls of their own stores. The dry goods dealers were the first to indorse the action of the City Beautiful Club.

BUSINESS CHANGES

Vancouver, Wash.—Durdall & Emmis, clothing, have dissolved, O. E. Durdall succeeding.

Sandusk, Mich.—Adler, Schacht & Co.— They sold their local store to Export Bridger at Sandusky, Mich.

Harvard, Neb.—Fischer & Rigdon, clothing.—They are closing out their stock with a view to discontinuing here.

Fremont, Mich.—O. F. Bombay, department store, has disposed of his branch store at Austin, Miss., to Sam Kohn.

Agawam, Conn.—James A. Eddy Discontinues.—James A. Eddy, clothing, has discontinued here and is now at the Eddy, Pollock Mercantile Company at Millikan.

Temple, Tex.—W. J. Lee Mercantile Company Sells to G. J. Gardner.—The W. J. Lee Mercantile Company, men's furnishings, have sold to G. J. Gardner of Cleaning.

Fort Wayne, Ind.—Dukes-Rose-Shirmeyer Company Changes Style.—Dukes-Rose-Shirmeyer Company, clothing and men's furnishings, has changed its style to Dukes Clothing Company.

Chicago, Ill.—A. Marks Buys Out Marks & Co.—Marks & Co., proprietors of the Colonial, men's furnishings, 33 Clark street, have sold to A. Marks, who will continue under the same name.

Park Falls, Wis.—The Hub Clothing Company to Sell Out.—The Hub Clothing Company announces it will close out its stock and discontinue business here. Special sales are now being held on men's and boys' clothing.

Amsterdam, N. Y.—Mallinson Will Get Out of Clothing Business.—A. F. Mallinson, proprietor of the Boston Clothing Store, 17 Market street, will sell out his stock of clothing, hats, caps, etc., by August 1, when he will engage in other business in the same location.

Tampa, Fla.—Misell & McRae Dissolve.— Misell & McRae, clothing and men's furnishings, have dissolved, George L. McRae retiring. He sold his interest to Robert Keller, who, with Joseph Misell, will continue the business under style of Keller Clothing Company.

Hartford, Conn.—T. R. Schultz Leaves Jacob Frank Company.—T. R. Schultz, who has been with the Jacob Frank Company, department store, for several years, has withdrawn his interest from the business and the firm is to be reorganized. At present a large reorganization sale is in progress.

Butler, Pa.—Elder-Marbarf Company Succeeded by C. M. Elder Company.—The Elder-Marbarf Company, dry goods, men's furnishings, etc., has dissolved, Edward C. Marbarf retiring. The business will be conducted in the same location by the remaining partners, under the name of the C. M. Elder Company.

Oneonta, N. Y.—Spingler & Gould Sell Out.—Spingler & Gould, clothing and furnishings, who have been in business for the last 35 years, have sold to M. L. Wilson and Devere Biggie, who have taken possession, and who will trade as Biggie & Wilson. The business was sold because of George L. Gould's death.

Hartford, Conn.—John L. Dower's Store to Be Known as the Hart, Schaffner & Marx Clothes Shop After July 1.—The entire stock of clothing and men's furnishings of John L. Dower has been placed on sale at reduced prices in order to make room for a new line of goods that will be shown for the first time on July 1. At that time the store will be known as the Hart, Schaffner & Marx Clothes Shop, a new corporation having been organized, of which George Schmidt, of Lewiston, Me., is president. He will have charge of the Hartford store. This is the first of a series of stores. It is stated that the new company will conduct in New England. It is stated that John L. Dower will be one of the directors.

Paterson, N. J.—Mayer Bros. Announce Purchase of Day Department Store's Stock and Fixtures.—Mayer Bros., proprietors of the Boston Store, announce that they have "purchased the entire stock and fixtures of the Day Department Store, of Passaic. Inventoried at about $25,000, and will sell it at about half price."

Seattle, Wash.—Edwin London Company to Discontinue Business.—The Edwin London Company, which for some years has occupied the big store at 1111 Second avenue with the cheaper priced lines of men's and women's clothing, will discontinue, as the old building is to be torn down, and another suitable location cannot be secured.

THE LORD AND MASTER.

Mrs. Brown (to the new maid)—"Well, Nora, I hope we shall get along very nicely; I'm not at all difficult to please."

Nora—"No, mum; that's just what I thought the very minute I set eyes on the master."—The Sketch.

Columbus, Ga.—J. W. Schwessler Buys Out P. B. Schwessler.—J. W. Schwessler, dry goods, has purchased the stock of dry goods, shoes and clothing of P. B. Schwessler. The stock is said to be entirely new. The transfer of the stock is one of the largest deals that has taken place in Columbus merchandise circles in years and involves a large amount of money.

New York, N. Y.—Rothenberg & Co. Purchase an Interest in the Business of Barnett Bros.—Price & Rosenbaum, proprietors of the Brooklyn store of that name and of Rothenberg & Co. of Manhattan, have purchased an interest in the business of Barnett Bros., it was learned recently. The Barnett Bros. store is located at Columbus avenue and Seventy-fourth street. The present name of the corporation is the Barnett Bros. which was recently incorporated for $25,000. The name will later be changed to Barnett Bros., the old name.

Youngstown, O.—Finkelstein Bros. Sell Local Store.—John G. Conway and Matt M. McGowan have purchased the entire stock of clothing and men's furnishings of Finkelstein Bros., who are closing out their store here. Mr. Conway was formerly with Conway-Watson Company, clothing and men's furnishings, of this city, and Mr. McGowan was formerly with the McDermott & McGowan Company of Niles.

Portland, Ore.—San Selling Buys The Famous Clothing Company.—How Has Six Stores.—San Selling, clothing, has bought the Famous Clothing Company, at Second and Morrison streets, from the owners, Frank and Samuel Rothschild, at a price between $35,000 and $40,000. Mr. Selling now owns six stores in this city and estimates their combined business at more than $1,000,000 a year.

San Francisco, Cal.—Frank Bros. To Run Golding's Fourth Street Store.—Frank Bros., clothiers and outfitters, Market street near Sixth, who recently purchased the bankrupt stock of A. Golding, the Fourth street clothier, have decided to continue the Fourth street establishment under the style of "The Model." Golding is to continue with the firm as manager. A line of the cheaper qualities of clothing and furnishing goods is to be carried.

Wilmington, Del.—W. H. Smith & Co. Reorganize and Incorporate as Smith, Bullinger & Co.—W. H. Smith & Co., dry goods, who at the death of J. L. Sharpe, about three months ago, took over the Sharpe department store at Fourth and Market streets, were recently incorporated under the name of Smith, Bullinger & Co. The new president of the firm, W. H. Bullinger, is proprietor of a department store in Canton, O., and is the senior partner of the firm of Bullinger & Brennan, Allentown.

Chicago, Ill.—H. Rubin Sells Eau Claire Store.—H. Rubin, a member of the firm of Levinson, Rubin & Tatter, clothing manufacturers, who operated the Peoples' Clothing Store, clothing, furnishings, etc., at Eau Claire, Wis., has sold this store to Harry H. Alsdorf, of Racine, Wis., and Elmer G. Alsdorf of Chicago. The latter will act as resident buyer-manager for the new Eau Claire firm, and Harry Alsdorf, who is now manager of a large clothing store in Racine, will take charge of the buying.

Knoxville, Tenn.—Three Clothing Firms Consolidate and Form Corston, Kennedy & Calloway Co.—Formal announcement is made of the organization of the Corston, Kennedy & Calloway Co., retail clothing, furnishings, shoes and hats. This firm, which is incorporated, is composed of E. H. Corston, E. M. Kennedy, John L. Calloway, J. S. McDowell, H. H. Frazier and D. F. Bowman. These men have merged the business enterprises of the Lowry & Corston Co., Tom Calloway, Incorporated, and the Brownlee & Kennedy Co. The liquidation of these companies is now going on. Those who are interested in the new corporation were largely instrumental in the companies that are dissolved. The clothing of these three interests into one means the combination of capital and experience of three of the largest and best known retail clothing establishments of the city. They have been in business for many years. The stores will be conducted by the Corston, Kennedy & Calloway Co. They are located at 617 and 617 Gay street. The management of the two large stores will be in charge of E. H. Corston, who is president of the Corston, Kennedy & Calloway Co.

CHANGES AMONG BUYERS

NEXT, POLICE!

Mistress—"I see, Mary, that in our city there is to be one policeman for every 521 inhabitants."

Maid—"Don't know, and don't care. I've got mine already!"—Chips.

Providence, R. I.—William Doyle Appointed Assistant Superintendent of Shepard Company.—William Doyle, for a number of years with the Shepard Company, has been appointed assistant superintendent, beginning his new duties last week.

Elmira, N. Y.—S. F. Izard & Co., department store.—George B. Brooks will succeed Arthur Edwards as a department manager at the Izard store. Mr. Brooks was with Crandall & Brooks, which was succeeded by S. F. Izard & Company, and now Mr. Brooks becomes vice-president of the Izard Company. Mr. Edwards has sold his stock holdings and will engage in business in Detroit.

Charlotte, N. C.—J. H. Matthews Goes to Gastonia for Belk Bros.—J. H. Matthews, for several years head of the shoe department of the local department stores of Belk Bros., has gone to Gastonia to take the management of the branch store of the firm at that place. As Gastonia he succeeds T. B. Brown, who has purchased an interest in the Belk store at Greensboro and has gone to that city to manage it.

Boston.—H. A. Henderson Now Superintendent of the Continental Clothing Company's Store.—H. A. Henderson, formerly superintendent of the Besse-Bryant Company's store at Worcester, Mass., is now associated with the Continental Clothing Company of this city, in a like capacity. Mr. Henderson, in the latter position, succeeds Nelson H. Marvin, who has recently become connected with the Talbot Company of Boston.

New Orleans, La.—S. Kronheim has resigned his position as buyer of men's clothing and auto supplies for Maison Blanche, and has been appointed buyer of men's wear, hats and boys' and children's clothing and furnishings for Marks Isaacs Company of New Orleans. These departments, which will be housed in a new addition, fitted up in the latest modern style, will be opened in October. Mr. Kronheim will be in New York early in July to place orders.

New Tenant—"Turning out the pigs, are you? Well, we don't turn out no pigs. We fats 'em up quick in the sty, and saves time."

Old Pig-Keeper—"Law bless ye, master! What's tolme to a pig?"—Punch.

MEN'S WEAR.

New York.—F. W. Harrington Resigns as Superintendent of Brill Brothers' Broadway Store—Will Accept Position With Smith, Gray & Company.—F. W. Harrington, superintendent of Brill Brothers' Broadway store, has resigned his position to accept a place with Smith, Gray & Company. It is understood that he will be a general superintendent for his new employers. Brill Brothers yesterday stated that the position left vacant by Mr. Harrington was open for a good man from any place in the United States.

Association to Improve Trade Conditions.

An organization, to be known as the Saginaw Retailers' Association, including all the merchants of the city, has been formed, the object of which is to further all movements which will tend to the betterment of trade conditions. Among the matters to be taken up are the "buy at home" policy; heavy license for peddlers who injure the permanent merchants' business; amendments to the bankruptcy law to secure the necessary protection for retail interests; a moving ordinance, requiring the registering of all removals from one part of the city to another, and a parcels post.

INSIDE INFORMATION..

The Merchant—"I am afraid you are hardly qualified for the position. You don't know anything about my business."

The Applicant—"Don't you believe the half of that. Why, I've been keeping company with your stenographer for the last two years."

Charlotte, N. C.—J. B. Ivey Company Join Buying Syndicate.—The J. B. Ivey Company department stores has joined a syndicate of 40 stores organized for the purpose of securing the advantages derived from making large purchases. The syndicate has buying offices in New York.

Oakland, Cal.—Gives Banquet in Honor of Employes in Service for Twenty-three Years.—A. Jonas, proprietor of the Hub clothing store, gave a banquet in honor of Joseph Reboli, who, after having been employed by Mr. Jonas for twenty-three years, has resigned to become grand secretary of the Foresters of America.

St. Louis, Mo.—M. D. Neusteter Leaves the Grand-Leader to Join His Brother.—After 18 years' connection with the Grand-Leader, M. D. Neusteter has left the employment of the Stix, Baer & Fuller Dry Goods Co. to join his brother's company, Neusteter's, at Seventh street and Washington avenue, according to a local report. He specializes in women's and misses' ready-to-wear apparel, lines that are a specialty of the firm which he is joining.

NEW YORK MEN'S DRESS CRITICIS D.

DISCUSSING New York and its people in the Times on Sunday, "Rita" had the following to say relative to the dress question of men and women: "But what surprises me is the contrast between the way that the women and the men dress. The women are the perfection of that elegance and 'chic' and Parisianism with which Fifth avenue first impressed me. * * * But the men, alas! They escort these beautiful, modish elegantes attired in tweed suits or badly fitting morning coats, the pockets of which are bulging with letters and papers! The extraordinary contrast between the way the women dress and wear their clothes and the men slouch about in their ill-fitting garments is a contrast sharp as sunlight and shadow. I can only attribute it again to that factor of utilitarianism so marked as an American characteristic.

"It is as if one said, 'I'm a worker and a business man, and my time is too precious for finicking toilet operations. I leave that to the social butterflies, or the women it is my pleasure to spoil and adorn.' For I am sure the American women are spoiled and that extravagance and luxury are made a necessity for them, not a privilege. Still, if the money is there and the working bee chooses to adorn the butterfly, that is a matter entirely for himself."

NOVEL PLAN TO ENCOURAGE THRIFT OF EMPLOYES.

BRAND new dollar bills have been distributed among employes of the Acorn Brass Manufacturing Company, Peoria and Fulton streets, Chicago, at the end of a savings experiment which has stood a six months' trial.

To encourage thrift, E. W. Wray, president of the concern, announced six months ago that he would give a prize to each man or woman who saved more than $25 in six months. One hundred and twenty opened accounts. Eighty per cent of the depositors accumulated an average of $40 each.

"I encourage saving through a system I thought out myself," said Mr. Wray. "I put a deposit slip in each pay envelope and make the foreman of each department a receiving teller. Then the foreman makes deposits in a local bank. The plan helps the plant as well as the employes."

Milwaukee, Wis.—Will Add Men's Hats.—Reinhardt & Dewitt have moved into the store formerly occupied by Gus Weinkauptt on Grand avenue, and will add an up-to-date line of men's hats.

"When I'm old enough to marry, aunt, I sha'n't want any children."

"Why?"

"Just think if I should have a little girl like you!"—London Opinion.

STORE IMPROVEMENT AND ENLARGEMENT

Marquette, Mich.—A. E. Archambeau, clothing.—He is putting in a new front to his store.

Fall River, Mass.—Sedley, The Tailor, has leased the store corner of Rock and Bank streets, where he will have increased facilities for his tailoring, cleaning and dyeing.

Columbia, Mo.—Clothing Firm to Enlarge.—The Sykes & Broadhead Clothing Company will remodel the rear of its store this summer in order to make room for more stock.

Jersey City, N. J.—W. N. Baron to Remodel Building.—William N. Baron, men's furnishings, 6 Newark avenue, will remodel, at a cost of $8,000, his four-story brick building at 154 Newark avenue.

Chicago, Ill.—The Fair to Have $500,000 Sub-Basement.—The Fair, department store, has awarded a $500,000 contract for the construction of a sub-basement under the entire Dearborn street half of the building.

Portland, Ore.—Olds, Wortman & King's New Store Nearly Ready.—Olds, Wortman & King, department store, are about to occupy their immense new store which covers an entire square block and is five stories high.

St. Paul, Minn.—Aberwald & Drake Will Move.—Aberwald & Drake, men's furnishings, will move August 1 to 99-101 East Sixth street. They have just left the Chicago market, having been here looking over new lines to add to their store.

New Bedford, Mass.—J. E. Gendron of 1115 Acushnet avenue, after September 1 will have 2,000 square feet of selling space. Five hundred square feet of this additional space will be devoted to men's furnishings, making a total of 1,000 square feet for haberdashery.

St. Paul, Minn.—Friedman Bros. Making Extensive Alterttions.—Friedman Bros., 22 West Fifth street, are making extensive alterations in their store and will add a line of men's shoes, also a line of Roelofs' and other high grade hats and put in Grand Rapids fixtures.

Topeka, Kan.—Volland Clothing Company's New Quarters.—The Volland Clothing Company, which has secured a long-time lease on the building at 829 North Kansas avenue, will put in an up-to-date clothing store. A new front will be made and the interior thoroughly remodeled.

St. Paul, Minn.—Golden Rule Store Being Enlarged.—Work is being rushed on the new addition to the Golden Rule department store. The new building will be four stories high, with basement, and will cost about $150,000. It is hoped to have the building fully completed by September 1.

Wilkes-Barre, Pa.—Will Enlarge Store.—The English Woolen Mills Company will enlarge its store here, having secured a six years' lease on the whole property at 31 South Main street. The present front is to be taken out and the building divided into two distinct stores. In its new quarters the company will occupy about three times as much space as in the past.

St. Louis, Mo.—Schaper Bros. Mercantile Company Leases Entire Block for 20 Years.—The Schaper Bros. Mercantile Company has leased the entire block bounded by Washington avenue, Eighth, Ninth and St. Charles streets for a term of 20 years. The store will be remodeled. There are eight floors in the building, containing about 350,000 square feet. This will be the only department store occupying a whole building. About 500 more employes will be added to the staff of the Schaper Bros. concern. The rental is believed to be $80,000 a year. Preliminary work toward the remodeling of the building has been begun, and the company will move about November 1 from its present site, 813-825 North Broadway.

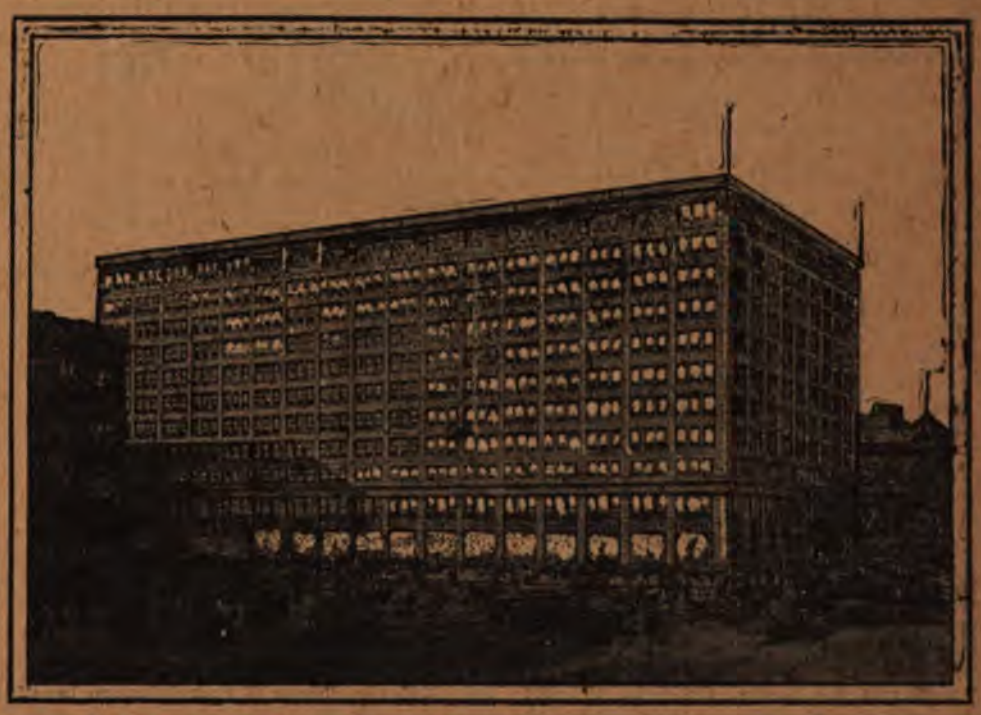
Temple, Tex.—A. J. Jarrell Plans Large Department Store.—A. J. Jarrell, proprietor of the Mississippi Store and a member of the firm of Madden, Jarrell & Co., Inc., dry goods, clothing, etc., has bought property on Main street, Central avenue, Second street and Avenue A for $150,000 and announces his intention of using a portion of it as a home for the largest department store between Dallas and Houston.

Detroit, Mich.—S. L. Bird Pays High Price for Woodward Avenue Frontage.—The highest price paid for downtown Woodward avenue frontage was given last week by S. L. Bird, of the Traver-Bird Company, clothing, for an undivided one-half interest in the northerly half of the property on which stands the building occupied by the Traver-Bird Company's store. The store has a frontage of 60 feet. For a half interest in 30 feet Mr. Bird paid $87,500, or approximately $5,822 a foot.

New York.—The Gimbel Store.—The actual construction work of the Gimbel store having been completed, the building was formally turned over to Gimbel Bros. at midnight on Wednesday, June 15, one month and a half prior to the time scheduled for its completion. The excavating work for this building was started only a little over a year ago. The building is on a site covering 80,000 square feet, is 10 stories high above ground and three below. The building has been formally turned over to Gimbel Bros., but actual possession will not be taken until about July 1. It is expected that by the middle of August everything will be in readiness for the formal opening on September 1. Isaac, Bernard and Louis Gimbel will have their offices in New York permanently. J. F. Duggan, who for many years was with John Wanamaker's New York store, is the store manager, and since his first connection with the firm, has taken complete charge of employing help. George H. Perry, for several years with the Siegel-Cooper Company, is the advertising and sales manager. Henry Harris is the clothing buyer; R. E. Van Dell, furnishings buyer; J. F. Cotter, underwear and hosiery; Samuel Cutts, gloves.

New York, N. Y.—The Harris Store Opened.—The Harris Store, formerly at 234 Broadway, on June 11 opened at its new quarters, 1 Union Square West, corner of Fourteenth street. The new store is much larger than that formerly occupied by Morris Harris downtown, the present location utilizing about 6,250 square feet. Down one side of the store, which is 100 feet long, is the furnishing goods department, and the other side is faced with clothing cabinets, as is also the rear of the store. The floor is spotted with tables for the entire length and width of the store, on which is carried a line of clothing. In the front of the shop is the hat department. The executive offices of Mr. Harris are to the right and rear of the store in a balcony overlooking the entire place. Joseph A. Kane is the manager of the store, and shortly after the opening, he said that a very encouraging business had been done and many notices of good wishes had been received by Mr. Harris.

Guthrie, Okla.—Many Questions to Be Discussed at Convention of Oklahoma Retail Merchants' Association.—Plans to fight the parcel post, and the question of 75 per cent payment of insurance companies for losses will be two of the main topics to come before the meeting of the Oklahoma Retail Merchants' Association, which holds its annual convention in Oklahoma City June 21-24. Business men from all parts of the state are in attendance. The Legislature will be asked to pass a law at the next session prohibiting insurance companies from paying 75 per cent on losses, instead of 100 per cent, according to J. E. Foster, state manager of the association.



NEW BUILDING OF GIMBEL BROS., NEW YORK, COMPLETED JUNE 15.

HAT CHATTER

IN FASHION.
The newest thing from Paris for

Los Angeles, Cal.—James H. Fannin's Successful Trip.—James H. Fannin, of the Fannin & Elmendorf Company, jobbers of hats and caps, San Francisco, is now in this city. He says he is having a successful trip and that he found business just about up to his expectations.

San Francisco, Cal.—Tom Dillon in New Store.—Tom Dillon, the hatter, has moved his store from 712 Market street to larger quarters at 720 Market street. Dillon has arranged a sort of arcade entrance to his store which gives him an excellent opportunity for making a most attractive display of his stock.

Danbury, Conn.—Hat Makers' Association Approves Working Agreements.—The Danbury Hat Makers' Association has voted its approval of the working agreements adopted at the conference between the Manufacturers' Association and the National representatives of the United Hatters, also the agreement reached at the same conference, for a plan of arbitration.

Chicago, Ill.—Light Brown Shading to Fawn a Favorite Color in Soft Hats.—Mr. McMasters, Chicago representative of H. H. Roelofs & Co., has just returned from a hurry-up trip to the Northwest, and reports that the prevailing color in soft hats is light brown shading to fawn, and that the mixtures in both brown and gray are desired by the best dealers in telescope shapes 3½ inches deep by 2⅝ inches set flap.

Kansas City, Mo.—Woodson-Smith Hat Company Has Not Yet Decided Whether It Will Rebuild.—J. Woodson Smith, president of the Woodson Smith Hat Company, which suffered a heavy loss in the fire in the Halsell building, 616 Broadway, is quoted as saying that he has not yet decided upon his plans for replacing the stock. Mr. Smith probably will take a short vacation before making definite plans for the future.

Philadelphia, Pa.—Brown and Its Modifications to Be Popular for Fall.—Mr. Hugo of the firm of J. H. Welsh & Co., 826 Arch street, when asked about the styles for fall, said: "The most popular shade for the autumn season will, there is no doubt, be brown and its many modifications. Pearl gray will also be very strong, especially in the new Philadelphia style, the pencil curl. The brims this fall will be somewhat wider, although not extreme. The manufacturers every little while try to make the broad brim the style, but the public does not seem to take to it. High grade wool hats will be very popular, especially in the pinched top style; but felt hats worn in this manner will be seen very little." When asked what he thought the chances for the brown derby were, he said: "I think the brown derby will gain in popularity this fall. The clothiers are using more brown in their fall lines than they have for many years, and there is always a tendency for hats to follow the colors most popular in clothing."

Demonstrating the Use of the Psychological Moment to Its Utmost Value.—Among the many excellent ads appearing upon the return of ex-President Roosevelt to his country Saturday, was a very timely repetition by the Knox Hat Company of its well-known picture of a Knox silk hat in the characteristic Roosevelt grip. The picture of the hat being held aloft was taken when the ex-President was waving farewell to the battleship fleet as it started on its world tour in 1907, and clearly shows the "Knox" insignia in the lining. In the ad used Saturday the words "Welcome Home" appeared as a caption, and then came the characteristic grasp and the hat, below which was a reduced reproduction of the sailing of the battleships.

Why Is This?—Brooklyn Daily Eagle.

Houston, Tex.—Houston Hat Company to Become Stock Company and Quadruple Capacity.—The Houston Hat Company, cowboy and Panama hats, will become a stock company in order to obtain capital to enlarge its plant. A factory of three or four stories is contemplated so that the output may be quadrupled, and the company will become, it is anticipated, the greatest mail order hat house in the world. New labor-saving machinery is to be installed and more than $500,000 worth of hats will be turned out annually, it is planned. The company was started in a very small way ten years ago by David Cohen.

Macy's Panama Hat Advertising.—Macy's, in advertising Panama hats, calls attention to the fact that the government had "seized all the Panama hats in bonded warehouses, over a million dollars' worth, or about two-thirds of the stock depended upon by the trade," and point out that these hats will be held until the charges of undervaluation have been investigated. This, Macy's claim, will mean scarcity of Panamas and higher prices, but in closing they draw attention to the fact that "we bought our Panamas months ago and they have been reposing in our own stock rooms ever since their arrival. Prices haven't been increased—$3.96, $4.96, $7.49, $9.99, $12.94, $16.49."

SEIZURE OF PANAMA HAT SHIPMENT.

HALF a dozen Panama hat importers and wholesalers, interviewed in New York last week by our representative, all appeared to be in total ignorance of the government's next step in the case whereby $500,000 to $750,000 worth of Panama hats were placed under an embargo in the United States warehouse, because of the alleged undervaluation of the goods on the part of the importers.

The importers, especially those affected by the seizure, have attempted to secure some intimation of what the government intended to do in the matter, but have run up against the stone wall of the government's secrecy in the entire matter.

It seems that Assistant Secretary of the Treasury J. F. Curtis, who had the matter of the seizure and all the details in charge, recently broke his ankle at his Long Island home, and was later stricken down with a very severe attack of pneumonia, so he has not been able to give the matter any attention, thereby delaying the conclusion of the investigation to some extent. Special agents of the treasury are still at work on the matter, however, in spite of Mr. Curtis' illness, and it is thought that some report will be made in the matter soon.

Although certain sizes and shapes have been scarce, several large importers say they have plenty of hats in stock, and are not worrying over the present holdup of the hats by the government's embargo. They say, however, if the investigation was delayed any length of time that the seizure might work injury to the trade.

San Francisco, Cal.—Insurance Companies Lose in Contesting Policies on Property Destroyed in the Fire of 1906.—A jury in the United States Circuit Court has returned a verdict for $268,446 to claimants against three insurance companies that sought to escape payment on 35 policies held by property owners who lost heavily in the fire of April 18, 1906. A legal interest of $56,616 is added to this amount. The defendants are the Commercial Union Assurance Company, the Alliance Assurance Company and the Palatine Insurance Company.

In the latest style, too, but he doesn't know it.—D. F. Parker in Chicago Journal.

NEW STORES AND DEPARTMENTS

Fresno, Minn.—Fred Hansen will open clothing store.

Bismarck, N. D.—Mr. Rosen opened men's furnishings store.

Missoula, Mont.—Lester Peterson has opened clothing store.

Lake Prysson, S. D.—August and Emil Salk have opened clothing store.

Stoneaugh, Mich.—Charles Kline, Norway, opened a clothing store here.

Grand Forks, N. D.—People's Credit Company will open clothing store here.

Phoenixville, Pa.—Levy & Levy opened men's furnishing store on Bridge street.

Taylor, Pa.—Elmer T. Daniels (picking men's furnishings and shoe store to Rees building.

Schaller, Ia.—Mr. Rauch, Early, will open clothing and men's furnishing store here in the fall.

Fitchfield, Mass.—J. S. Robertson, alone, is enlarging his store and will add hosiery department.

Washington, Pa.—Arthur S. Green opened men's furnishing and shoe store at 19 McClintock avenue.

Kellogg, Ia.—Hinrichs & Steffy, clothing. Victor, will open branch store here in charge of Steffy.

Salt Lake City, Utah.—H. G. Wright of Ogden, Utah, will open men's furnishing store at 171 State street.

Portland, Ore.—Frank Jones and a Mr. Rosenfeld opened men's furnishings store at 149½ First street.

Creston, Ia.—P. J. Henderson, Indianola, will about August 15 open clothing and furnishings store here.

Brewster, Ill.—Noshas & Mushro opened dry fine goods, clothing, shoe and fancy goods store at 413 East Main street.

Charlevoix, Mich.—Meyer Cohen will open clothing and men's furnishing store under style of Fashion Clothing Store.

Jacksonville, Fla.—L. C. Toole Clothing Company, formerly of Bainbridge, Ga., opened new store at 15-17 North Laura street.

St. Paul, Minn.—H. G. Wright of Ogden leased for five years new store at 171 State street, and will open men's furnishing store.

St. Louis, Mo.—Fred H. Geitz, formerly Chicago salesman for Dilg-Carter Company, has opened furnishings store at 3755 South Jefferson street.

Green River, Wyo.—Kaster-Wolff Clothing Company Formed.—L. Kaster, M. N. Wolff and Miss M. N. Wolff have formed the Kaster-Wolff Clothing Company. Articles of incorporation have been filed, the capital being $10,000. Mr. Kaster will soon leave for the East to buy stock. He also has a store in Evanston.

Pittston, Pa.—Max Tolan and Samuel Shapiro opened a clothing store in Shoemaker block, Wyoming avenue. Tolan is business manager.

Minot, N. D.—Opportunity for New Stores.—Stenson, Hannah, Dallas and Alsop are four new towns on the Fargo-Minot line of the Great Northern.

Utica, N. Y.—William H. Hamlin, boots and shoes, 80 South street, has leased an additional store and will add hats, caps and men's furnishings.

Seattle, Wash.—T. Hurwitz opened dry goods and men's furnishings store at Pike street and Fifth avenue, under style of Seattle Bargain Store.

Pittsfield, Mass.—Mentor & Rosenbloom Co. Open Store Here.—Mentor & Rosenbloom Co., installment clothing, have opened a store in the new Bradford building.

How M. des Arcous united his favorite sports.

Marshfield, Wis.—Joseph B. Kaufman has resigned as head salesman for Louis Lassele, clothing and men's furnishings, and will engage in the clothing business for himself as soon as he decides upon a suitable location.

North Yakima, Wash.—Weigel Haare Company, Incorporated.—To deal in clothing and men's furnishings. Capital, $10,000. Incorporators: Henry Cohalan, president; Charles Weigel, vice-president; Wesley Hoare, secretary and treasurer. The company has opened a clothing and men's furnishing store in North Yakima.

New York.—No Truth in Report That Browning, King & Co. Will Open Stores At San Francisco and Seattle.—J. Scott Browning, of Browning, King & Co., emphatically denied a report current in the trade that his company will shortly open stores in San Francisco and Seattle. Mr. Browning said that some time in the future there may be something done toward such a move, but positively not for a year or so. "Just where we would open up, if we should do so, is a question," said Mr. Browning, "and one which has not progressed far enough to warrant making a statement of any character. The matter has been thought of casually following suggestions that one or two stores on the coast might be beneficial, but further than a passing thought the question has taken no definite shape and we can only positively that so far as we know now, no stores will be opened on the Pacific coast by Browning, King & Co."

Mrs. Hancock—"You acted like a fool out of water when you proposed."

Mr. Hancock—"Sure! I knew I was caught!" Chicago Journal.

Cleveland, O.—Phillips & Henley opened up a handsome furnishings and hat shop at 997 East 105th street a few days ago. The cases, shelving and fixtures are in natural wood and are artistically arranged. The store has a number of novel features, especially in the way of counter cases, which not only contribute to the appearance of the store, but is unpretentious in carrying stock as well.

Atlanta, Ga.—Louis Asher Goes North to Buy Goods for His New Store.—Louis Asher, for many years with Ellsberg & Weil, has left for New York to buy a stock of goods for the clothing store which he will open in the English-American building next month. Mr. Asher will visit Philadelphia, Baltimore and other cities, buying goods, and will then go on a short pleasure trip to Kentucky.

St. Louis, Mo.—New Firm of Dunning-Ireland Company to Open for Business About Sept. 1.—The new firm of the Dunning-Ireland Company, which was recently formed, as noted in our last issue, and is composed of Thomas Roy Dunning, formerly buyer for the children's department of Werner & Werner, and Hamm M. Ireland, who filled the same position with the Williams Dry Goods Company, will open for business about Sept. 1 at 413 North Broadway. The company will make a specialty of young men's, boys' and children's clothing, furnishings and hats.

Seattle, Wash.—J. C. Gaffney Buys Store of Downey, Wilkop Company.—J. C. Gaffney, clothing, 710 First avenue, has purchased the men's furnishing and hat business of the Downey, Wilkop Company, 914 First avenue, and will consolidate both stores at the former location. The Downey, Wilkop Company began business here two years ago.

"Good heavens, Kruetzhalter, have you been robbed?"

"No, no. I always do this when I go away. Then if a robber does come, he thinks some one has been into it, and goes away."—Muggendorfer Bilder.

ENOUGH SAID.

One day Hubbleberg Antonetta, a negro girl, was very happy over the prospects of a grand ball. Her relatives asked the usual questions about dress.

"Well, ma'am," was the reply, "some of the girls is getting my full dresses down, but I don't. I is jes' gwuine war my clean."—Louisville Home Journal.

BUSINESS TROUBLES

Tamaqua, Pa.—Augusta Levey, retail clothing.—An involuntary petition has been filed against Augusta Levey.

Mayfield, Ky.—Ira R. Randolph, dry goods and clothing.—Randolph has filed a voluntary petition in bankruptcy and the store is closed. His liabilities are estimated at more than $15,000.

St. Louis, Mo.—Hart Hat and Furnishing Goods Company.—The receiver of the Hart Hat and Furnishing Goods Company has sold the stock to the William Barr Dry Goods Company for $2,200.

Dayton, Ohio.—Mose Cohen, Clothing and Furnishings.—Harry Rauh, the receiver, has sold the Mose Cohen stock to W. H. Griffith and M. E. Entzminger of Green Bay, Wis., at 60 cents on the dollar.

New York, N. Y.—Marcus & Scherr, suspenders.—Schedules in bankruptcy, filed recently by Marcus & Scherr, manufacturers of suspenders, of 428 Broadway, show liabilities of $36,806, and assets of $4,920.

Atlantic, Ia.—J. L. Siegel, clothing.—A petition in involuntary bankruptcy has been filed against J. L. Siegel, who has been in the clothing business here for some months. The claims against Siegel total in the neighborhood of $12,000.

New York, N. Y.—J. R. Shannon Company, men's furnishings.—Leo Oppenheimer has been elected trustee of the estate of the J. R. Shannon Company. Mr. Oppenheimer as receiver reported that the liabilities are $10,000 and the cash on hand amounts to $3,500.

Gainesville, Fla.—Joseph Manassee, clothing and dry goods.—Manassee is offering to settle with creditors at 25 cents on the dollar. His liabilities are $14,000, including the amount owing two banks for borrowed money, and the assets amount to $7,000, all in merchandise.

Philadelphia, Pa.—B. Lieberman & Sons, manufacturers of clothing, 66 North Fourth street.—The liabilities of this concern, against which a bankruptcy petition was recently filed, are about $7,800, mostly for merchandise, and the assets are estimated at between $1,700 and $2,500.

Cleveland, O.—Mahon & Roth, clothing, East Ninth street.—Schedules of Mahon & Roth just filed show that the liabilities consist of $23,179 unsecured claims, $9,146 secured claims and $285 taxes. Items making up the assets are $420 cash, $10,700 stock and $2,261 debts due to the house.

St. Joseph, Mo.—Hundley Dry Goods Company.—According to a local report, plans are being made for the reorganization of the Hundley Dry Goods Company, for which, as previously reported, receivers were appointed on May 2, at the instance of the stockholders. It is reported that Harry M. Hundley will be at the head of the rehabilitated corporation, but who his associates will be is not known.

Detroit, Mich.—The Henry Blackwell Company.—Creditors of the Henry Blackwell Company, which was recently granted an extension and was for a time in the bankruptcy court, have received notes from the company covering their claims, in keeping with the terms of the extension proposition.

New York, N. Y.—Joseph Schultz, clothing.—Joseph Schultz, manufacturer of clothing at 111-113 Bleecker street, under the trade style of the Unexcelled Clothing Company, has filed a petition in bankruptcy with liabilities of $37,860 and nominal assets of $22,052. Judge Hough appointed Ralph Wolf receiver under bond of $2,000.

New York, N. Y.—Wertheimer & Co., Gloves.—A petition in bankruptcy has been filed against Arthur M. and Alvin Wertheimer, who compose the firm of Wertheimer & Co., glove manufacturers, of 80-92 Fifth avenue. Judge Hough appointed Henry Melville receiver with a bond of $20,000. The liabilities are estimated at $80,000 and the assets at $50,000.

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WHAT

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The above enigma, which should be studied and practiced by all, we saw posted in one of the windows of a store the other day. That no one may lose the meaning of it, we give the explanation: "Hand over what you owe."—Frank Leslie's Budget of Fun.

New York, N. Y.—Adolph Aron & Co., clothing manufacturers, of 715 Broadway, New York, have secured an extension of eight months. Payments are to be made as follows: 25 per cent in four months, 25 per cent in six months and 50 per cent in eight months. A committee of five creditors has been appointed to supervise the business. Liabilities are placed at $54,515 and assets $93,036.

Washington, D. C.—The Famous Clothing Company, Inc., retail men's and women's apparel, 324 Seventh street, N. W.—About 60 of the 130 creditors of the Famous Clothing Company, Inc., have agreed, it is stated, to accept the company's offer of 37½ per cent, payable 15 per cent cash, 10 per cent in two months and 12½ in four months, the deferred payments to be satisfactorily secured.

New York, N. Y.—Charles Hauptner Company, retail men's furnishings.—Another dividend of 10 per cent has been declared by the trustees who were appointed some time ago to liquidate the business of the Charles Hauptner Company, as reported at the time. This makes the third dividend of 10 per cent that has been made to creditors, the last being in the early part of this month.

New York, N. Y.—Smerling & Borowitz, Clothing.—A petition in bankruptcy has been filed against Morris Smerling and Louis Borowitz, who compose the firm of Smerling & Borowitz, manufacturers of clothing, at 83 Canal street. It is said that the liabilities are $25,000 and assets $10,000. Maurice Helfand, who has been retained as attorney for the alleged bankrupts, placed the liabilities at $30,000 and the assets at $20,000. Mr. Helfand stated that it was his intention to call a meeting of the creditors in a few days. An attempt will be made to have the petition dismissed, he said, and a substantial offer of settlement submitted. Judge Hough appointed Leonard Bronner receiver with a bond of $5,000 and authorized him to continue business for twenty days.

Blackstone, Va.—Louis Caplan, Caplan's Department Store.—Caplan has fined a voluntary petition in bankruptcy, scheduling liabilities as $28,043 and assets as $18,165. A large part of Caplan's indebtedness, it is stated, is for money borrowed from friends and relatives. The failure is said to have been caused by heavy losses in business sustained by Caplan during the past three or four years.

Dresden, O.—Kapner Bros. & Duga Hosiery Company.—The final dividend in the bankruptcy matter of the Kapner Bros. & Duga Hosiery Company has been declared by Referee E. R. Meyer. It amounts to $6,863 and is three and sixteen one-hundredths per cent. This payment makes a total of six and sixteen one-hundredths per cent dividend which has been paid to the general creditors. Preferred claims received about $40,000.

Brooklyn, N. Y.—Walter C. Hodgson, Retail Men's Furnishings.—Walter C. Hodgson, residing at 750 East Twelfth street, Brooklyn, and operating stores at 140 Flatbush avenue, and at Broadway and 101st street, Manhattan, has filed a voluntary petition in bankruptcy, scheduling his liabilities at $37,491 and assets at $21,535. The liabilities are mostly unsecured and include loans from John Bodgson. Of the assets, $17,000 is represented by stock in trade.

Derby, Conn.—Hubbell Bros., Shoes and Hosiery.—John L. Hubbell and George P. Hubbell trading as above, have filed a voluntary petition in bankruptcy in the United States District Court, listing their copartnership liabilities as $23,363, of which $22,413 is unsecured, and assets, $27,000. They state that they expect to pay 100 cents on the dollar and to resume business promptly. Their store here is the largest of its kind, centrally located and is credited with having a large and regular trade.

Spartanburg, S. C.—S. E. True & Co., department store.—S. E. True & Co., who secured the consent of many of their creditors to an extension of 14 months in March last, and were petitioned into bankruptcy on April 23, as reported, have called a meeting of their creditors at the Broadway Central Hotel in New York on June 21 at 11 o'clock. In the circular calling the meeting the company has this to say in part: "Without doubt we are unable to meet the second and subsequent payments, and our affairs are now in such shape that the business is daily losing money, which means you are losing money. We think best to confer with the creditors and determine what is best to do. An additional reason for not delaying this matter is the fact that the lease on our store house is

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EVERYTHING WAS ALL RIGHT.

A young man, intoxicated and very much battered up, went into a hotel about midnight and asked the clerk for room 23.

"Can't give you that one," replied the clerk. "It's taken."

"Who's got it?" asked the intoxicated one.

"A man named Jones."

"What Jones?"

"Mr. A. B. Jones has room 23."

The battered-up young man smiled. "Zat's all right," he said. "Zat's me. I fell out za window."—Denver Post.

MEN'S WEAR.

SERVED THEM RIGHT.

City Cousin—"See, uncle, they've just dropped their anchor."

Uncle Jason—"Well, it served 'em right, leavin' it a-hangin' in the careless way they did."—Chicago News.

where he resides, and it will have to be given up in a short while unless a new lease is entered into." At the time the retrenchment was sought the assets were given as $9,031 and the liabilities $24,000.

Bluefield, W. Va.—Miller Underselling Store, Mrs. Rose Miller, clothing and men's furnishings.—The stock and fixtures of the bankrupt Miller Underselling Store, which are valued in the schedules at $4,500, were appraised by three appraisers at $1,881 and appraised by them at $1,515, allowing from 40 to 60 per cent off at the various items. The schedules show total liabilities of $11,611, of which $10 is for taxes, $500 for wages, $364 for secured claims, and $11,911 unsecured. The assets other than merchandise are real estate, $900; open accounts receivable, $600, and machinery, $150.

Yuba, O.—I. Horwitz, clothing and men's furnishings.—Horwitz is offering to settle with creditors at 50 cents on the dollar, one-half in three months and the remainder in six months. His liabilities are $20,000 with nominal assets of about the same amount. A number of the creditors have accepted, it is said. Horwitz was for several years in the junk business and embarked in the clothing trade in July, 1904, purchasing the stock of E. Fox for a reputed consideration of $4,500. In February, 1905, he bought the stock of E. E. Boyer & Co., of Phoenix, moving it to his store here.

New York, N. Y.—Moses H. Robinson, dry goods and hosiery.—A petition in bankruptcy has been filed against Moses H. Robinson, dealer in dry goods and hosiery at 23 Orchard street. Attorneys of the alleged bankrupt estimate the liabilities at $20,000 and the assets at $5,000. A 25 per cent offer of settlement, 15 per cent in cash and 10 per cent in notes, has been made. Robinson came here from Russia and started in business in March, 1903, with his two sons, as M. H. Robinson & Sons; they withdrew in December, 1903.

New York, N. Y.—Eclipse Clothing Company.—Practically all of the creditors of the Eclipse Clothing Company, at 11 East Fourth street, New York, have agreed to a reorganization of the company's affairs, under which plan they are to receive 35 per cent of their claims at once, 25 per cent in four months and the remaining 40 per cent in six months. New capital is to be invested in the business and orders on hand aggregating $200,000 are to be completed and filled promptly. Only a small part of the total indebtedness of $300,000 is due; the actual assets are placed at $250,000. Smaller claims will be liquidated upon maturity. An advisory board of creditors has been selected to assist in the reorganization of the company's affairs, the business for the present being continued without change.

New Britain, Conn.—Isidore Simons, clothing, etc.—Simons, who filed a petition in bankruptcy last July, has inserted the following advertisement in a local paper: "All persons having claims against Isidore Simons, who went into bankruptcy, will kindly send in their claims and they will be paid one hundred cents on the dollar. Those who have proved and received from the trustee 15 per cent will be paid the balance of 85 cents on the dollar. Isidore Simons." There is much local surprise over this action on the part of Mr. Simons, so soon after being declared bankrupt, especially as it was only recently that Trustee Nathan R. Mag paid to creditors 15 per cent of their claims. The trustee's payment amounted in all to $2,100, leaving the creditors $15,000 out of pocket, as they thought. It developed, moreover, that Mr. Simons had no sooner given the above advertisement to the newspaper than he commenced to peddle, without waiting for it to appear, to get ahead here, calling upon creditors and paying them in full their claims against him. Many were paid the additional 85 per cent spot cash. Mr. Simons was under no legal obligation to take this step, as under the law he didn't owe a penny except so-called "honest debts." His total liabilities at the time of failure were given out as being about $14,000.

St. Louis, Mo.—I. Epstein & Co., manufacturers of pants.—A petition in involuntary bankruptcy was filed June 14 against I. Epstein, trading as I. Epstein & Co. The liabilities are estimated at $24,000. It is understood that an attempt will be made to effect a settlement with creditors later. Ignatz Epstein was at one time interested in a country store at Wentzville, Mo., and was afterward at Douglass, Ill. He succeeded Horwitz & Cohen in the city when the present business was commenced. In May, 1906, Joseph Rosenberg was admitted to the company and the style became Epstein, Rosenberg & Co. In August, 1907, G. Rosenberg was admitted, but withdrew in November, 1904.

A financial statement issued January 11, 1910, based on the inventory of January 4, placed the assets at $24,822 and liabilities at $21,329.

WHAT IT IS.

"Say, Pat, pfwat is dis ting dey call a chafing-dish?" asked Tim.

"Why, man, don't ye know? It's a frying pan dat's got into society."

Washington, D. C.—Samuel H. Berman, clothing and men's furnishings, 1514 Seventh street, N. W.—An offer of 20 per cent submitted to creditors of Samuel H. Berman, who was petitioned into bankruptcy recently, was flatly refused at a meeting at the Broadway Central Hotel, New York, and a committee of two was appointed to investigate the books and the affairs of Berman, and if possible examine him relative to the causes for the failure and the disposition of his assets. The offer is payable on a basis of 15 per cent cash and the balance in unindorsed notes maturing in three months. Leon Tubriner, representing Berman, estimated the liabilities at $24,000, made up of $1,000 due on extension notes granted Berman about three years ago; $21,000 for merchandise and $1,000 for borrowed money. Of this borrowed money $900 was said to be owed to a sister of Berman. The assets were placed at $41,000, consisting of stock at cost, $4,000; fixtures, $1,000, and outstanding installment accounts, $35,000.

IN THE COURTS

New York, N. Y.—Deere Realty Company Begins Foreclosure Proceedings Against John Forsythe.—Foreclosure proceedings against John Forsythe, a corporation, dealer in men's and women's wear, were begun June 13 in the Supreme Court by the Deere Realty Company. The plaintiff is the holder of a $100,000 mortgage on property on the west side of Broadway, 59.9 feet south of Eighteenth street, and numbered as 861 Broadway. The mortgage was executed by John Forsythe on May 1, 1905, and the property is subject to a prior mortgage of $94,000, held by the Bank for Savings. The plaintiff appeared by Hunt, Hill & Betts.

Dayton, O.—Suit Filed to Dissolve Firm of Deger & Robbins.—Charles Robbins, of the clothing firm of Deger & Robbins, 111 Canby building, has filed suit to dissolve the partnership existing between himself and George O. Deger. He alleges that they cannot agree and charges that Deger is trying to sell an interest to a third party.

New York, N. Y.—Joseph S. Drukker's Suit Against Hackett, Carhart & Co. Settled Out of Court.—It is stated that the suit brought by Joseph S. Drukker to recover $10,000 for alleged damages and commissions from Hackett, Carhart & Co., with whom he was connected as manager of the wholesale and advertising departments until December 15, 1903, has been settled out of court and that an order of discontinuance would probably be entered shortly. Mr. Drukker went with the F. B. Q. Clothing Company after he left Hackett, Carhart & Co. as Fuchs could advance him, but resigned from the F. B. Q. Co. recently.

New York, N. Y.—Case Against Frank C. Gavin Adjourned Until June 30—Court Announces That Defendant Will Probably Be Made to Trial on Misdemeanor Charge.—The case against Frank C. Gavin, of the Plymouth Rubber Company, 491 Broadway, who is charged with inserting a misleading advertisement in a newspaper, has been adjourned to June 30. The charge against Gavin is that he inserted an advertisement in a morning newspaper that he would sell 5,000 French and English raincoats at low price, having bought them at a customs seizure sale in New York. The complaint is that the coats were purchased from a local manufacturer and not from a customs sale, and that Gavin thereby broke section 421 of the Penal Code by inserting an advertisement with the intention of misleading the public.

"ALL RIGHT!"

"You've cut my hair too short. Just cut it again and have it longer this time."—Sunshine.

ALWAYS THE SAME.

Officer (to tramp in court)—"What's your name?"

Tramp—"William."

Officer—"Your full name?"

Tramp—"William, same as when I'm on bail."—Chicago Journal.

CAUGHT IN THE CURRENT

St. Louis, Mo.—M. A. Heimann Manufacturing Company, store and office fixtures, have leased the store at 1122 Washington avenue for a term of three years.

Greystone, R. I.—Co-operative Store Declares Dividend of 8½ Per Cent on Earnings of Last Six Months—The co-operative store of this village has announced a dividend of 8½ per cent on the business of the last six months, which is very satisfactory to the stockholders. It is stated the prices charged at this store were quoted all over England in the general election last year as illustrating the cost of living in this country compared with the cost in the manufacturing districts of England.

Washington, D. C.—Organization of Retail Merchants' Association Progressing—What It Proposes to Do.—Plans for the organization of the Retail Merchants' Association of the District, previously noted, are rapidly materializing, and local business men are enthusiastic over the project. Joseph Strasburger, who is chairman of the retail trade committee of the Chamber of Commerce, was appointed temporary chairman of the embryo organization by that body. The purpose of the organization is similar to that of like organizations which have been so successful in the interests of the retail merchants of other cities.

Points in Complaint Filed by Association of Commerce Against Express Rates.—A brief on behalf of the Chicago Association of Commerce has been filed with the State Railroad and Warehouse Commission, charging the express companies with maintaining excessive rates. The express companies also are charged with conspiring to fix rates of transportation in defiance of the Sherman anti-trust law, and with entering into deals with the railroad companies whereby the latter are permitted to make excessive profits from the business, in defiance of the shippers' rights. It is alleged also that the express companies have deliberately planned to keep vital information from the commission during the many recent hearings regarding the reasonableness of their rates, and have deliberately told the commission things which are easily proven to be untrue.

Garrett, Ind.—The Hunt Mfg. Co., which, as previously reported, is to be incorporated to manufacture cloak racks and various kinds of store furnishings, has established active agencies in Chicago, San Francisco, Louisville, Detroit, New York, and others are pending. This business was established in a small way by Leigh Hunt, who recently sold an interest in it to W. J. Frederick, E. E. Clark and Chas. Abel. These gentlemen, together with Mr. Hunt, will incorporate under Indiana laws for $10,000.

Chicago, Ill.—Credit Men Elect Officers—Over 300 Members Gained in a Year.—At a meeting of the Chicago Credit Men's Association, officers for the ensuing year were elected as follows: R. H. White, American Steel and Wire Company, president; M. S. Green, Jr., Armour & Co., first vice-president; John L. Pfaff, S. H. Castle, second vice-president, and W. J. Lawler, of the First National Bank, treasurer. Reports show much progress along all lines of association activities, with 330 new members admitted during the past 11 months.

Washington, D. C.—Sherley Bankruptcy Bill Passes Senate in Practically Same Form as Reported by Senate Judiciary Committee.—Now that the Sherley bankruptcy bill has been unanimously passed by the Senate in practically the same form as it passed the House several weeks ago, the changes made being of minor order, little difficulty is anticipated by the men advocating the enactment of the bill in the conference between the representatives of the Senate and House. Probably the most important provision in the bill, which attracted the most opposition from attorneys and others, is that placing the compensation of bankruptcy receivers on the same percentage plan under which trustees are paid for their services. If the bill is enacted receivers will get five dollars on the filing of the petition, and the following to be allowed by the courts, not to exceed 6 per cent of the first $500 or less; 4 per cent on moneys in excess of $500 and less than $1,500; 2 per cent on moneys in excess of $1,500 and less than $10,000, and 1 per cent on moneys in excess of $10,000. And in case of the confirmation of a composition after the trustee has qualified the court may allow him as compensation not to exceed one-half of 1 per cent of the amount to be paid the creditors on such compensation. If the supervision is that merely of custodian the fees are not more than 2 per cent of the first $5,000 or less, and one-half of 1 per cent on the remainder.

Eskitology.

A little igloo now and then
Is relished by the Eskimen.
—Nashville Tennessean.

A little whale oil, well frappéd,
Is relished by the Eskimaid.
—Washington Herald.

A little gumdrop, this is truth,
Is relished by the Eskitooth.
—Detroit Free Press.

A little blubber, raw or b'iled,
Is relished by the Eskichild.
—Cleveland Plain Dealer.

The all of which shows just how hard
The grind is for the Eskibard.
—Buffalo Evening News.

A little pemmican to chaw
Is welcomed by the Eskima.
—Chicago Record-Herald.

'Tis said two gumdrops and a knife
Will buy a man an Eskiwife.
—Houston Post.

"CONFOUND THOSE FISH!

Chicago Record-Herald.

COVER DESIGN OF THE SOUVENIR PROGRAM AND MENU.

FOURTEENTH ANNUAL CONVENTION

—of the—

NATIONAL ASSOCIATION OF CLOTHIERS

—at the—

SUBURBAN CLUB, BALTIMORE, MD.

JUNE 6th and 7th, 1910

OFFICERS OF THE CLOTHIERS' BOARD OF TRADE OF BALTIMORE.

SIEGMUND B. SONNEBORN,
President of the Clothiers' Board of Trade of Baltimore

JACOB EPSTEIN,
Vice-President.

S. H. LAUCHHEIMER,
Actuary.

S. E. REINHARD,
Secretary and Treasurer.

DELEGATES AND GUESTS ON THE VERANDA, SUBURBAN CLUB.

THE CONVENTION AT BALTIMORE.

The National Association of Clothiers and National Labor Bureau in Session at Baltimore, June 6th and 7th, 1910.

IN most pleasant surroundings, and with a representative gathering of delegates from almost every clothing manufacturing center of this country in attendance, the fourteenth annual convention of the National Association of Clothiers was called to order Monday, June 6, by President Marcus M. Marks at the Suburban Club, just outside of Baltimore.

Departing from the usual custom of trade associations in holding their conventions in hotels or halls, the Baltimore hosts of the National Association of Clothiers this year, in holding the convention in the Suburban Club, scored a very clever point. It is the first time a convention of the association has been held in a club of this order.

Instead of entering the usual hotel lobby and an elevator to the assigned floor, delegates and visitors to the present meeting of clothiers, after walking up a short knoll to the building of the Suburban Club, first come to the broad and expansive veranda, running the entire length of the club building and around both sides. Here are chairs, comfortable and easy, where the visitor may sit and view the surrounding country, a sight well worth seeing, covering a broad and beautiful expanse of green, rolling land very seldom seen from the approach of a convention hall.

After leaving the veranda the visitor enters the main entrance of the building into the main reception hall of the club, being a combination dance hall, music room and general lounging place for the members. The walls in this hall are all heavily burlaped in green, with dividing panels at artistic intervals. In the room are five large French windows opening out on the spacious verandas on both sides. At the end of the hall is a large brick fireplace, over which is a rich but simple and heavy design in weathered oak paneling. From the ceiling, which is girdered with heavy weathered oak beams, hang three large electroliers containing ten lights each. These are of heavy brass. The chandeliers were decorated with flowers and entwined streamers of ferns were strung from corner to corner of the room. The hall was comfortably cool.

SAMUEL ROSENTHAL,
Baltimore.

S. F. MILLER,
Baltimore.

ELI STROUSE,
Baltimore.

NED LIEBERLES,
Baltimore.

On the main floor is a large billiard room, a private dining room, the main dining room, in an old rose color scheme, the Kneippe stein room, with its long line of old steins shelved around, and the cuisine department in the rear. To the rear of the main building are located the bowling alleys and to the left the tennis courts. A garage completes the equipment.

Promptly at 11 o'clock Siegmund B. Sonneborn, president of the Clothiers' Board of Trade of Baltimore city, rapped for order, and the convention was formally opened.

In welcoming the delegates President Sonneborn made a stirring speech and was given close attention. At the close of Mr. Sonneborn's address of welcome he turned over the chair to President David B. Falter of the National Labor Bureau.

After Mr. Falter's preliminary remarks upon taking the chair, all the delegates assembled on the lawn on the left side of the club to have a group photograph taken.

After a little delay the delegates reassembled in the hall and President Falter called them to order, introducing Martin Isaacs, who read the names of the delegates present to the Labor Bureau convention. The reading of minutes of the last meeting was dispensed with and President Falter submitted his report, which was followed by the report of Martin J. Isaacs, general commissioner of the National Labor Bureau.

At the termination of the reading of the report Eugene S. Benjamin of New York moved that the report should be accepted and referred to the committee. This was done.

MOTION TO CONSOLIDATE NATIONAL LABOR BUREAU WITH NATIONAL ASSOCIATION OF CLOTHIERS.

A motion that the National Labor Bureau be consolidated with the National Association of Clothiers was defeated and the two organizations will remain separate.

President Marks then introduced the subject of liability insurance, recommending an improvement in the laws covering this point. He said by the time the injured employe received his insurance, after litigation, etc., the amount was very small.

The following resolution was presented at the request of some of the members:

"Recognizing the inadequacy of the present system of protection of working men in cases of accident, in that frequently only a small percentage of the money expended by the employer for liability insurance reaches the employe after the delays and expense of litigation, and believing that the principle of law freeing the employer of responsibility in cases of accident resulting from the negligence of a coemploye has operated harshly, the National Labor Bureau of Clothing Manufactures, in meeting assembled, approves of uniform legislation by all the states, providing for compensation by the employer in cases where he has full liberty in the selection and discharge of his employes for all accidents of employment except those arising from willful negligence or misconduct."

Jacob J. Abt of Chicago recommended that a committee be appointed to take the matter up and report at the next convention. This was done.

At the suggestion of President Marks, a plan outlined in the reports of Messrs. Falter and Isaacs, that an employment bureau be established in New York, was referred to the executive committee of the Labor Bureau for its consideration and to report at the next convention.

Eugene Benjamin explained that a bureau of a similar order is in New York and that if any out-of-town manufacturers desired skilled labor the bureau would always do its best to secure the help desired, providing the manufacturers making the request would see that the operatives and their families were taken care of for a reasonable time until they got settled.

NATIONAL LABOR BUREAU OFFICERS RE-ELECTED.

Samuel Rosenthal of Baltimore, as chairman of the nominating committee, reported that the Labor Bureau couldn't afford to let Mr. Falter go and again nominated him as president, and with great modesty humorously nominated himself for re-election as vice-president.

Mr. Falter, in accepting the re-election, made a brief speech of thanks. Mr. Rosenthal accepted the vice-presidency and Sidney Aloe of Philadelphia the second vice-presidency.

Martin J. Isaacs made no statement regarding his resignation as secretary and commissioner to the convention, but he stated before the convention started that he would not continue. He is appointed by the president, and the office

OFFICERS OF THE NATIONAL ASSOCIATION OF CLOTHIERS.
Taken on the Veranda of the Suburban Club of Baltimore.

will probably be left vacant at the discretion of the president.

The directors of the Labor Bureau were all re-elected.

Recess was taken at 12:50 o'clock until 2 for luncheon.

THE AFTERNOON MEETING.

With President Marks in the chair the convention of the National Association of Clothiers opened at 2 o'clock. President Marks first announced that the ladies would be admitted, facetiously explaining that but for them there would

MARCUS M. MARKS,
President of the National Association of Clothiers.

be no association. They occupied seats in the rear of the hall.

Secretary Corwine then called the roll, showing a full attendance of delegates. Following the roll call President Marks read his annual report, a copy of which will be found on another page.

At the close of President Marks' report a letter was read from former Secretary Samuel Fleischman expressing his regret in being unable to accept the invitation to attend the convention.

Secretary Corwine was then called upon for his report, which will be found on another page.

Following the report of Secretary Corwine, the report of Treasurer Sol Solomon was given.

A LETTER FROM THE IOWA RETAIL CLOTHIERS' ASSOCIATION.

Secretary Corwine then read a letter from C. E. Wry, secretary of the Iowa Retail Clothiers' Association, stating that since the organization of the association letters had been received from retail clothiers in all parts of the country urging the Iowa association to take a lead in the organization of a national retail clothiers' association. With a view of giving this consideration, the Iowa association is trying to obtain the sentiment of leading clothiers of the country.

The letter asked for the opinion of this convention and whether the National Association of Clothiers would cooperate.

Several delegates spoke in favor of encouraging the formation of a national retailers' association, and the matter was referred to the executive committee to advise upon it.

A RESOLUTION ON FREIGHT RATES.

J. G. Hickey of Rochester then spoke on the question of endorsing the railroad freight rate increase. He took the view that with the general advance in the price of necessities an increase in the wages to railroad employes was necessary and just. The railroads employ, he said, 1,500,000 people and 2,500,000 people were employed in furnishing supplies. Mr. Hickey then introduced the following resolution:

"The National Association of Clothiers, in convention assembled, at the city of Baltimore, while recognizing the necessity of the proper regulation of railroads, deprecates all arbitrary and summary proceedings provoking hostility to them. We therefore urge that the railroad problems be considered in a fair and judicial spirit, and that a square deal be assured in order to renew the confidence of investors and encourage the railroads in the development of transportation facilities commensurate with the growth and needs of our country."

Apropos of this resolution the Rochester Chamber of Commerce, to which all the prominent Rochester clothing

CHARLES SHOHL,
Vice-President of the National Association.

EDWARD R. SMITH,
Vice-President of the National Association

LOUIS H. KOHN,
Chicago.

manufacturers belong, it will be recalled, passed on June 1, 1910, a resolution indorsing the increase in freight rates.

ROCHESTER DELEGATION PRESENTS RESOLUTION RELATIVE TO CHRONIC CANCELERS.

At the request of the Rochester delegates the following resolution was introduced and finally referred to the committee on trade abuses:

"Resolved, That the rule heretofore adopted by the association eliminating from trade relations parties who have been determined to be chronic cancelers of orders or returners of merchandise be so amended that no orders be received from such parties for merchandise or the manufacture of the same by any member of the association unless such order be accompanied by the cash."

RESOLUTION OF PROTEST AGAINST METHODS OF MILLS RELATIVE TO RAISING PRICES, TABLED.

At the request of some other delegates Secretary Corwine presented this resolution:

Resolved, That the National Association of Clothiers in convention assembled at Baltimore, June 6, 1910, object to the policy which has been inaugurated by the mills and their agents in selling cloth, under which they advance prices after sample pieces have been delivered, and that they voice their protest emphatically against that method of doing business, demanding a policy by which prices shall be fixed for the season's business and that these prices be maintained throughout that season.

"Resolved further, That the national secretary be directed to print this resolution and mail a copy thereof to each and every mill, selling agent and commission house making or handling cloth sold to clothing manufacturers."

A motion to table the resolution was carried by 36 to 11 without much more discussion.

Morris Golland suggested that some movement be entered into to make the mills maintain the standard of their goods. In the last few years, he said, there has been a tendency toward stretching goods, and that shrinkages of five per cent often resulted and sometimes ten per cent. Mr. Golland's suggestion will be drawn to the attention of the joint committee between the clothing manufacturers and the woolen manufacturers' organization.

Arthur J. Nathan said he thought a plan could be put into operation whereby the mills could deliver goods already sponged and shrunk.

The report of the freight and express committee was then submitted by Harry Pflaum of Chicago.

Mr. Pflaum, at the close of the report, suggested that an attempt be made to get the woolen mills to pay the freight on shipments to all markets instead of to the three now enjoying the privilege. The matter was referred to a committee to draft a suitable resolution to this effect.

The report of the label committee was then read by Max Friedman of New York. This report told of the plan of concentrating standard label purchases, and how 120 members of the association have signed an agreement to make their purchases of one eastern label manufacturer.

Shortly after the convention adjourned and the delegates drifted away to prepare for the banquet.

TUESDAY'S SESSION.

The June 7th session of the convention opened at 10 o'clock, an hour after the time scheduled, with weather cool and clear.

Directly after the opening, Harry Pflaum of Chicago introduced a new resolution in connection with the question of mills paying freight to all markets. Mr. Pflaum's resolution recommended that the matter be referred to the freight committee to see what can be done. This resolution was adopted.

Secretary Corwine then read the report of the joint committee of millmen and clothing manufacturers.

Louis H. Kohn of Chicago submitted the report of the committee on trade abuses, and it was adopted without discussion, the same committee being continued.

The committee had referred to it, from the last annual convention, a resolution recommending uniform terms of dating, as follows: Spring dating not beyond June 1. Fall dating on suits not beyond November 1, and on overcoats not beyond December 1. On receipt of goods in initial orders for prompt cash not beyond 9 per cent. Discount on ten days after dating not beyond 7 per cent; discount in thirty days after dating not beyond 6 per cent; discount in sixty days, etc., not beyond 5 per cent; anticipation at rate of 6 per cent per annum.

The report of the committee stated that correspondence had been entered into with the different markets, but so far lack of unanimity of opinion rendered it impossible to formulate a plan which could be put into operation. Many felt that uniform datings and discounts would be more useful to the trade than the present methods.

Eugene S. Benjamin then talked for a while on the adjustment bureau, and he was followed by Henry Rosenberg, who read the report of the adjustment bureau, eliminating a good part of it to save time. Printed reports were distributed to the members. In his report Mr. Rosenberg gave a long list of settlement, collection and fraudulent bankruptcy cases wherein the bureau had been of the greatest aid to the association.

At the conclusion of the delivery of the report E. L. Stimline suggested that the report of the adjustment bureau be sent to clothing manufacturers who are not members of the National Association, with the idea that it might interest them in becoming members. President Marks said that the suggestion was a good one and Secretary Corwine was instructed to carry it out.

Louis H. Kohn of Chicago then presented the report of the committee on credit bureau. A suggestion was made in this report that instead of the local offices gathering and disseminating credit information, as they are now doing, a large central office in New York—or possibly two central offices, one in New York and one in Chicago—be established to take care of this information all over the country. No action was taken on this suggestion.

A suggestion was also made that the trade seasons be changed from June 1 and December 1, to May 1 and November 1, by Martin J. Isaacs of Chicago, in order to facilitate the work of the various actuaries in compiling their reports. The suggestion was referred to a committee to ascertain the advisability of the plan.

As intimated in our last issue, Chicago was selected for the next convention, and the dates set were June 5-6.

PRESIDENT MARKS AND PRACTICALLY ALL OTHER OFFICERS AND DIRECTORS RE-ELECTED.

Samuel E. Reinhard of Baltimore, chairman of the nominating committee, then named Mr. Marks for re-election as president.

In accepting the presidency again Mr. Marks said that whenever he expressed a desire to be relieved of office he was never taken seriously. He accepted the re-election, he said, with thanks.

The vice-presidents were all re-elected with the exception of Louis H. Kohn, who is succeeded by Harry Pfaum of Chicago. All of the directors were likewise re-elected, with the exception of Mr. Pfaum, whose place is taken by August Gatzert of Chicago.

At 12:15 the convention adjourned.

The afternoon of the second day of the convention was spent in a delightful boat trip down Chesapeake Bay to Annapolis and return.

The report of President Marks as chairman of the tariff committee was read on board the boat. This report told of the protest against the wool tariff which was written by the committee, presented to Congress and read in the Senate by the Hon. Robert M. La Follette.

President Marks closed his report with the following statements:

"Your committee is impressed with the fact that the duties on wool and the compensatory duties on cloth must be lowered in response to a popular demand of the American people. Your committee would not advocate putting wool on the free list, but believes that some conservative schedule, giving a fair measure of reduction on the raw material, with a corresponding reduction in the compensatory duty on cloth and in the duty on clothing, will not work hardship to any branch of the trade, but will conserve the best interests of the industry as a whole.

"Extreme or radical changes in the tariff are almost certain to bring reaction, just as insufficient or inadequate measures keep alive unrest and agitation, and we are firmly convinced that the tariff on wools and woolens can be settled for years to come if all parties interested meet the existing situation."

The many delegates who remained over in Baltimore Wednesday, June 8, were entertained in the morning by automobile trips through the beautiful environs of that city.

After a delightful ride about the suburbs, the cars entered the city and traversed the manufacturing district, finally drawing up at the plant of Henry Sonneborn & Co., at Pratt and Paca streets, where Siegmund B. and Moses Sonneborn received them.

Luncheon was served in the dining room on the first floor usually reserved for the heads of departments, and at the close of the meal Secretary Corwine made a little address of thanks to the Baltimore men for their hospitality during the convention.

Siegmund Sonneborn responded gracefully, stating that it was their pleasure as well as their duty to do all that they could for the visitors to Baltimore. The visitors then inspected the factory from top to bottom and later divided up into smaller parties and inspected other plants in the neighborhood.

MARTIN J. ISAACS,
Former Labor Commissioner.

HENRY ROSENBERG,
Manager of the Adjustment Bureau.

DAVID B. FALTER,
President National Labor Bureau.

THE BANQUET.

The Banquet at the Suburban Club on the First Evening of the Convention a Striking Example of Southern Hospitality.

BALTIMORE'S renowned hospitality reached its zenith at the banquet and entertainment tendered on the evening of June 6 at the Suburban Club by the Clothiers' Board of Trade of Baltimore City to the delegates and visitors from the country's principal clothing markets.

It seemed, indeed, as if the hospitable spirit of the entire South was concentrated at the club. Without the slightest hitch the enjoyable occasion passed into memory only too quickly, and the pleasant recollection of it all will remain for many a day in the minds of the 200 delegates and visitors present.

From the start of the banquet to the end of the splendid vaudeville entertainment every minute of the hours that flew by was rich with interest, originality and fun. The scene of the banquet was a beautiful one, twenty-seven tables with eight diners at each being arranged around the spacious verandas that encircle the club.

SOL SOLOMON,
Treasurer of the National Association of Clothiers.

WILLIAM R. CORWINE,
Secretary of the National Association of Clothiers.

The night could not have been more pleasant if it had been made to order, so far as weather conditions were concerned. Standing back a hundred yards or so on the extensive lawns in front of the scene of merriment, one was forcibly reminded of the fairyland stories of his youth—the soft glow of the veranda lights upon the brilliance of the cut glass and silver, and the background of white linen.

There were no ladies present at the banquet, but they had an enjoyable time of their own. While the fun was in progress among the men at the Suburban Club, the seventeen or more visiting ladies were the guests of the wives and sisters of the local men at dinner at the Hotel Belvedere. After the dinner they were taken to Ford's Theater, where they witnessed a performance of Mlle. Modiste.

For an hour before the time scheduled for the commencement of the dinner at the Suburban Club the men, who had returned to the city after the business session to don their evening clothes, started to arrive. They came in motors and they came in cars, they came singly and they came in squads, but they all came with their appetites keen for the dinner and the fun that followed it. They got both. As the diners were emerging to the verandas from the large reception hall of the club, Charles Weber's Fifth Regiment band of 25 pieces—costumed in bright scarlet and gold, with the leader in black and gold—burst into melody.

Each guest noted, as he took his allotted chair, that with the menu there was a booklet of songs. The verses were parodies on popular airs of the day, and during the serving of the banquet these were rendered by Fred Vanderpool, a professional. Often, however, the banqueters joined in the choruses, especially those of the better known selections.

As the dinner, which was prepared by the club chef and was par excellence, wore on, the buzz of conversation became louder. There were 30 tables altogether, each seating eight guests.

The first surprise of the evening came with the entrée. There were no set speeches, and when Samuel Rosenthal arose in response to a request by Sylvan Hayes Louchheimer to say something, the entire attention of the diners was centered in his direction. Mr. Rosenthal recited a sentimental toast, quoting from the poet Cowper, but was interrupted shortly after he commenced by a man sitting at the adjoining table.

"Wait a minute," said Mr. Rosenthal. "Don't go yet." The man sat down, apparently reluctantly, and at the end of the specified minute arose and again interrupted the speaker with the remark: "That minute is up, and I am going."

"No?" Mr. Rosenthal responded. "Then I'll let you talk now."

Turning to the astonished diners, he introduced the man as Mr. Giloland, who, he said, had grown fat and rich selling clothing in a retail store in Pennsylvania, which he had since given up to go into the sheep-raising and wool-growing business in Wyoming.

Mr. Giloland was applauded and beamed with pleasure.

"I am glad I am here," he said. "I am delighted to look into your faces, but after a while I realize that a lot of them ought to be looked into. I am glad to be here to meet your

MAURICE GARSON,
New York.

HENRY S. SOHN,
New York.

MAX FRIEDMAN,
New York.

ARTHUR J. NATHAN,
New York.

chronic president, but when it comes to a question of Marks or remarks, I generally choose the latter. Then again there is a possibility that I might meet that famous humorist, Morris Golland, whom I am told is almost fatally funny. He reminds me of the story of the soldier and General Grant. The soldier was a ferocious individual, and one day the general said to him, 'You had better go home, you are killing too many people.' I have learned a great many things since I have been here. I heard of one man who had a southern exposure in his trousers and was unable to get another pair on account of Schedule K. Down East, this schedule seems to be worrying you a lot, but I don't know what it is. Out West it is considered as harmless as the Ten Commandments.

"The people I am sorry for in your business are the hard-working drummers. I am told they work even twelve weeks a year, that when you put first mortgages on your plant you don't owe them an awful lot, and that there is a movement on foot to let them spend their eleven months' vacation in Europe at the expense of the firm."

Later it leaked out that Mr. "Giloland" didn't know the difference between a swatch and a bolt of cloth, but was, in fact, Strickland W. Gillilan, a professional monologist, engaged to spring this little surprise on the diners.

Incident after incident kept the fun at its height until the cigars were passed around, and when the chairs were pushed back the diners assembled in the main dining room of the club to enjoy the vaudeville bill which had been arranged for their delectation.

For the performers a stage had been erected in the small private dining room, and the sliding doors that separated it from the main dining room across the hall were slid back, turning the two rooms into one large auditorium, the main dining room being used for the audience.

A clever vaudeville program had been arranged. When the guests were comfortably seated the "Four Kentucky Girls" sang songs both old and new, to the extreme delight of the bald-headed row, whose identity is concealed by a special and heartrending request. The next entertainer was Leo Donnelly, a former newspaper man, who kept his audience in extreme good humor with story after story, winding up his turn with a recitation of Kipling's "Gunda Din." He was followed by LaValera, whose graceful Spanish dancing caused the audience in the rear to stand on the chairs.

Press Eldridge, the old-time minstrel, came next, dressed in a fancy kimono, and made some amusing hits at the expense of a number of those present.

Alfred Farrel, a cartoonist, made a few sketches through a magic lantern, the making of them being shown on the screen.

It was all "bully." Everybody had a "perfectly corking time."

In line with the simple dignity of the affair, there were no souvenirs with the exception of the menu, which was an artistic effort on heavy paper, fashioned in the shape of a booklet. The ornamental title page, on which was engraved a splendid view of the Suburban Club, is reproduced on the first page of this story. This was done in tinted water colors, and embossed, and to the right, just below the engraving of the club, was a picturesque urban scene showing a blazed trail through woodland, with the trunks of tall trees in the foreground, lining a broad road, and a pretty vista of hills in the background. Toward the opposite side of the title page was the seal of the "Clothiers' Board of Trade of Baltimore, Maryland," on a piece of gold foil, while through an insert was projected a bit of brown satin ribbon, showing the brown and gold combination most effectually, and harmonizing completely with the green and other colors used in the water colors of the decorations aforementioned.

On the next page was the musical program rendered during the banquet. Following this was the menu:

J. FRANKEL,
New York.

WILLIAM GOLDMAN,
New York.

BENJAMIN KLEE,
New York.

E. L. BLIMLINE,
New York.

EUGENE S. BENJAMIN,
New York.

M. P. ANSORGE,
New York.

A. DINKELSPIEL,
Rochester.

JACOB S. GOLDSMITH,
Baltimore.

Broiled Anchovies—Sur Canape.
Sauterne.
Cherrystone Clams.
Radishes. Olives. Salted Almonds.
Chicken Gumbo.
Crab Flake, a la King.
G. H. Mumm & Co., Extra Dry.
Sweet Breads, Sous Cloche.
Fresh Mushrooms, Cream Sauce.
Green Peas.
Cigarettes.
Punch, Suburban.
Squab Chicken, Au Jus.
Asparagus Hollandaise. Potatoes Chateau.
White Rock.
Smithfield Ham and Lettuce.
Nesselrode Pudding.
Assorted Cakes.
Liqueurs.
Camembert and Cream Cheese.
Thin Water Crackers.
Cigars. Fruit. Coffee.

On the next page was the program of vaudeville.

Following, on the next several pages, were the lists of officers of the National Association of Clothiers, officers of the National Labor Bureau, and officers of the Clothiers' Board of Trade of Baltimore.

The next page was left blank, for autographs, and many at the banquet board were so busily engaged in passing their autograph pages about that they almost missed some of the courses. A number of autographs were distributed over the last two pages and the outside page of the cover.

Ely K. Selig, one of the delegates who attended the clothiers' convention at Baltimore, expressed himself most enthusiastically over the letter from Secretary Wry, of the Iowa Retail Clothiers' Association, sent to the National Association of Clothiers, as noted. Mr. Selig said:

"I consider this very important. If the retailers would organize it would complete the different factors engaged in the clothing industry. It would make in effect a concrete organization, and together the work of the national organizations would do a great deal to educate the retailer, and thus would help our whole industry and benefit every phase of the business of making or selling men's clothes. I hope that progress will be made along these lines."

PRESIDENT MARK'S ANNUAL REPORT.

GENTLEMEN: Never in the history of our association has our office been such a beehive of activity as during the year just closed; never have our standing committees been so effective.

The Credit Bureau has been carefully studied by our committee in connection with the national secretary. The reports have been brought more nearly up to date than in previous seasons, while many valuable suggestions further to improve the credit service are now submitted for your consideration.

The Adjustment Bureau has worked out to great practical advantage of its subscribers.

The joint committee with the woolen men has developed in usefulness and high ideals.

The label co-operation has been established, opening the way to considerable economy in this and other co-operative purchases.

The wool tariff has been made a special subject of investigation and every phase and viewpoint have been considered.

We have also, for the first time, published a bulletin which acquainted our members fully with the activities of our national and local offices.

No better way has yet been discovered to find the weak spots in a dealer's credit than through the machinery of such a bureau as ours (applause). Our ledgers reveal the heart of every situation; the names of those interested in an account given to those members investigating the same, open up avenues of information which cannot otherwise be reached. Some of our members do not fully realize the value and possibilities of this system. The reason for this is that they do not carefully read the story which is told by the figures placed before them; they do not attempt to read between the lines. Such members are apt to become careless and slow in answering inquiries; thus they delay the reports and make them less dependable. We have often agreed that "a chain is only as strong as its weakest link," and it is necessary for us to strengthen these weak links in

MORRIS GOLLAND,
New York.

CHARLES ENDEL,
New York.

TOBEY MEYER,
Rochester.

LEONARD L. GREIF,
Baltimore.

LOUIS FLEISHER,
Philadelphia.

CHARLES E. MORRIS,
Philadelphia.

HARRY NATHAN,
Philadelphia.

JOS. E. OPPENHEIMER,
Philadelphia.

endeared him to all of us. He always lived up to the highest ideals and had much to do with our successful development on these lines.

Our New York association presented Mr. Fleischman with a beautiful grandfather's clock of Flemish design, made by Tiffany & Co., and with resolutions expressing our appreciation and devotion. The national association owes Mr. Fleischman a debt of gratitude for his self-sacrificing efforts to advance the interests of our organization (applause).

It is not too much to say that the many activities of our association since last convention could not have been consummated without a national secretary whose whole time was given to our service, and even with one's whole time so dedicated, I know of no man whose previous training and whose personality so eminently fitted him for the task as did those of William R. Corwine (applause). He has worked earnestly and conscientiously, early and late; has quickly obtained a knowledge of our situation and has begun a campaign for bracing every weak spot and building new additions to our structure. He has already endeared himself to us all.

Our bond of brotherhood has brought us so closely together that we feel more than ever the loss of a fellow-worker from our ranks.

During the year a beloved patriarch, Isaac Hamburger of Baltimore, passed peacefully away. He was a prominent figure and stood for what is best in our industry.

Mr. Ely Meyer of Rochester did not reach old age. He made a striking record of successful enterprise in a very few years. In him we lose a very active member.

Isaac M. Hays of New York also passed away in middle age, leaving a splendid record of accomplishment. His standards of business were high. His interest in our associated effort was always keen.

We also lost, during the year, Henry Greenthal of New York; Edward S. Bamberger of New York; Carl Steinman, a former New York director; Martin S. Fechheimer, a former New York member, and Samuel Korn, a former New York member.

We record the names with sadness and offer our condolence to partners and family.

We must make new members to take the place of the old. Our ranks must be filled up, so that we may march on with strong front and full courage. Our association is democratic. Every honorable manufacturer of clothing is eligible to membership, and dues are graded according to the importance of the firm. Our local membership committees should again invite the few who are not yet with us to come in and complete our organization.

Representing one of America's greatest industries, and standing for the highest ideals of commercial activity, we have every reason to be proud of our association and hopeful of great success in the future (long-continued applause).

SECRETARY CORWINE'S REPORT.

TO the President and the Members of the National Association of Clothiers:

In making this, my first appearance before the manufacturers of clothing as assembled in national convention, I beg to preface what I have to say in the nature of a report by expressing my high appreciation of the honor done me by your national directors in electing me to the secretaryship of your organization, and of the deep-felt gratitude for the kindness which I have experienced, not only from the directors, but from all the members in all markets with whom I have been in correspondence or with whom I have been thrown in personal contact. All that I can say in return is that I shall do my best to retain the confidence which has been reposed in me, and work actively and enthusiastically for the benefit of the large and important manufacturing interests which you represent.

I came into the trade a stranger. With the exception of Mr. Marks, your president, whom I had known for many years, and for whom I had always entertained a high respect, I had not a single acquaintance in the industry and was wofully ignorant even of the expressions in common daily use in the business. For the first few weeks I wandered in a mental maze of technical terms, scarcely daring to say anything lest I expose an ignorance which would not have been excused in the lowliest clerk in a clothing manufacturing office, but determined to master not only the terms but that for which they stood. Think of springing the word "swatches" on a layman! Place yourselves in the position of one who was told for the first time that goods "cockled" and perhaps you may understand the difficulties which beset my path in endeavoring to show knowledge where knowledge did not exist. However, it is possible that anyone who really tries to observe, who really brings his mind seriously to bear on an industry, even though without long years of training in that industry, may realize conditions perhaps better than he whose entire life has been taken up with the technique of that trade. (Laughter and applause.)

You represent, gentlemen, an industry which, from the value of the output and its ramifications, ought to be as strongly organized as any in the country, and which ought to be able not only to demand reforms beneficial to the industry but to enforce these demands. As I analyze the industry, however, the way in which it is conducted makes it hard to reach the sources of the evils which are harmful, and therefore conditions have grown up which control where they should be under control.

The clothing manufacturer stands between two materialistic forces. He must purchase clothing made by the mills at a price which will enable him to manufacture at a reasonable profit garments of the character which he is equipped to produce for the purpose of supplying his trade. Since he cannot make his own cloth, he is largely at the mercy of the cloth manufacturers from whom he buys. He serves a public of varying taste through the retailer, who demands long datings and billings and heavy discounts, while always there is present the knowledge that he—the manufacturer—must take into account large cancellations, oftentimes without reason, and large returns of finished goods, also without reason. He has to pay interest on his borrowings for the purpose of meeting his obligations to mills and workmen and other fixed charges, as well as proportionately heavy selling expenses, including the cost of his whole business organization; must charge off a certain percentage for depreciation of stock and plant; and yet, selling in close competition, must carry unduly long credits, thereby being deprived of the cash return on his sale for long periods, not only losing interest really both ways, but ultimately receiving his payments less heavy discount. This is a serious handicap, as viewed by a novice.

LEON SCHLOSS,
Philadelphia.

ELI K. SELIG,
Philadelphia.

SIDNEY ALOE,
Philadelphia.

LEO LISBERGER,
Philadelphia.

J. G. HICKEY,
Kentucky.

JACOB KOCH,
Cincinnati.

SAMUEL W. STURM,
Cincinnati.

SAMUEL C. KUHN,
New York.

MEN'S WEAR.

These conditions are, of course, known to everyone in the trade, and it would be a waste of time to refer to them were it not that it seems to me that by pulling together, by cultivating what is known in sporting parlance as "team work," at least some of the more pressing and serious evils might be minimized.

Datings and billings, as practiced in a go-as-you-please sort of way, can be made more uniform, and discounts—except for anticipation of accounts and on a thirty-day, or what is practically a cash basis—can be stopped, but only by joint action. There are, of course, difficulties, serious ones, in the way, but they do not, to my mind, form an insurmountable barrier, provided always there is at the bottom a determination to reform these evils.

It scarcely seems possible that men of the great business capacity of those forming the active membership of the National Association of Clothiers—men in the forefront as producers of hundreds of millions of goods in money value—forced by some of these festering evils to see their percentages of profit largely reduced, should allow these things to continue without making an increased effort to cut them off at the roots. Can I help you? That is for you to say. I will try if you want me to. Your organization has an enviable record throughout the country. It is known for the progress which it has made, and there can be no doubt in the mind of any man who studies the history of the organization, that great benefit has been derived from it. But I am ambitious to see the organization grow still further. I have more than a mere material interest. I want it to increase in membership; I want it to attain greater power; I want it so to act that every new commercial organization coming into the field will have to adopt its methods because they are absolutely perfect; in fact, I want it to be wider awake, more militant, always aggressive, moving forward, ever onward in setting a pace for others to follow. To attain this high pinnacle, however, there must be active co-operation among all the members in all the markets. If the potential forces within the Clothiers' Association could be united so that it would move forward always with unbroken front, there is nothing within the limits of reason which will favorably affect the trade in all directions that could not be accomplished.

I have not dwelt at length upon the details of the office, because the amount of work which has been done ought to be plainly apparent to anyone who will read and study the reports of the committees. These reports have been referred to by the president, and each one speaks for itself. I present herein a detailed statement showing the number of investigations and reports by markets and months, covering the spring of 1909, the fall of 1909 and the spring of 1910, with a brief summary thereof at the bottom. The conditions surrounding these reports are treated at length in the report of the sub-committee on the Credit Bureau. That report will be submitted to the convention and will, I hope, aid in producing results for the betterment of the service.

The following is a summary of investigations and reports made and issued during the spring and fall seasons of 1909 and the spring season of 1910:

SUMMARY OF INVESTIGATIONS.

Spring, 1909	17,319
Fall, 1909	20,641
Spring, 1910	19,846
Total investigations since last convention	57,806

SUMMARY OF REPORTS.

Spring, 1909	102,905
Fall, 1909	136,145
Spring, 1910	121,175
Total reports since last convention	360,225

CONFERENCES.

Requests for conferences:

Spring, 1909	3,087
Fall, 1909	4,035
Spring, 1910	2,585
Total conferences since last convention	9,677

SECRETARY CORWINE SENDS FAVORABLE EXPRESSION TO IOWA RETAILERS.

William R. Corwine, secretary of the National Association of Clothiers, has communicated to the Iowa Retail Clothiers' Association the favorable expression of the National Association at the convention, to the effect that the association as a body looked with favor upon a proposition suggested by the Iowa men, asking for the co-operation of the wholesalers in furthering the establishment of an association of retailers to be national in its scope.

LOUIS J. HABER VISITS CONVENTION.

Among the visitors to the convention at Baltimore was Louis J. Haber of McKeesport, Pa. Mr. Haber was brought out to the Suburban Club by Joseph Oppenheimer, Pennsylvania representative of L. Greif & Bro. Mr. Haber stated that business in his section was very satisfactory on account of steel and other mills being in full swing. For the last week or so, however, he said, the weather has been against much improvement, but when it does become seasonable the McKeesport retailers anticipate a big business. Mr. Oppenheimer also brought cheerful news from his last trip, stating that he had done a very large business, and that his customers were all satisfied and optimistic concerning the future.

M. E. KOCH,
Cincinnati.

ENOCH L. STRICKER,
Cincinnati.

SOL WILE,
Rochester.

HARRY D. KOHN,
New York.

At the convention, Sol Wile of Rochester offered a resolution affecting the Credit Bureau, doing away altogether with the seasons and amending the association's credit reports so as to show "amount owing," "amount past due" and the "amount of unfilled orders." This resolution was unanimously carried and the change in the report blanks referred to a committee.

CHICAGO DELEGATES HAD EXCELLENT TIME.

The Chicago delegates to the National Clothiers' Association convention report having had an excellent time. Their unqualified praise of the manner in which they were entertained is highly complimentary to the citizens and members of the association of Baltimore.

MILL MEN AT THE CLOTHIERS' CONVENTION.

It was remarkable how many mill men attended the clothiers' convention. Some of them came in on June 5 and took supper at the Suburban Club and spent the evening. The majority, however, came down June 6 to the banquet. There were also quite a number of representatives for lining and trimming houses present.

WASHINGTON, D. C., RETAILER OPTIMISTIC.

Calvert Rosenthal, of the Calvert Company of Washington, D. C., when interviewed while attending the Baltimore convention, was bright and cheery over general conditions and reported that this season has been one of encouragement for him. He said that he finds an increasing demand in his store for higher grade goods. Suits and furnishings, he said, only of the highest grade are called for, and he finds it entirely out of order to handle anything but high-priced, high-grade merchandise.

"A BULLY TIME" AT THE CONVENTION.

The following letter was mailed to President Sonneborn of the Baltimore Association on Friday:

"Rochester, N. Y., June 10, 1910.

"Siegmund B. Sonneborn, President,

"Clothiers' Board of Trade, Baltimore.

"Dear Sir:—As is the case where a man feels more strongly than he can utter, the delegates of the Clothiers' Exchange of Rochester have placed upon me the responsibility of putting in concrete form some expression of appreciation for the kindly reception, generous hospitality and enjoyable entertainment they received at the hands of the members of your association.

"The manufacturers of Baltimore have certainly sustained their reputation for generous hospitality every minute of the convention, as well as before its convening and after its adjournment, and I assure you on behalf of our delegation that the convention of the National Association of Clothiers which took place at Baltimore June 6, 7 and 8, will at all times be a pleasant reminiscence.

"As for the ladies of our party they were overwhelmed with attention and captivated by the courtesies of the ubiquitous Mr. Berney.

"P. S.—At a meeting of the Clothiers' Exchange of Rochester the foregoing was adopted as the sentiment of the Exchange, coupled with its thanks for the tender care of its representatives so solicitously exercised by the manufacturers of Baltimore during their stay in your city. With kindly regards, I am, very truly yours, Sol Wile."

INTERESTING DISCUSSIONS.

IN a general discussion on the conditions existing in the clothing trade, a New York clothing manufacturer, present at the Convention of Clothiers, said that one of the principal troubles lay in the large profits charged by both wholesaler and retailer. "But," said this man, "this large profit, especially on the part of the former, is necessary on the high-grade goods particularly, to cover losses on the cheaper grades. And the large profit is therefore explained in part," he continued, "by the great risk of the manufacturer, which is occasioned oftentimes by the amount of imperfect goods received from the mills. In 90 per cent of the goods that come into a clothing house a manufacturer has to make a claim. Imperfections in weaving and creases made in the mills often show up only after the goods have been sponged and examined, and many times not until they have been cut into and made up, and a manufacturer, in order to clear himself and protect against these losses, which are very seldom, if ever, adjusted without legal proceedings against the mills, must make his prices accordingly.

"In the case of retailers," he concluded, "the large profits have been made necessary by reason of the increased cost of doing business, the same principle of having to protect himself on one hand to offset losses on the other applying."

To a representative of this magazine, Jacob Epstein, proprietor of the Baltimore Bargain House, said, during the Clothiers' Convention, when asked for an opinion as to the unrest existing to-day, as reflected in the talk of business men, that he thought the following partially illuminated the situation:

"Take," said he, "a man that does a $100,000 business a year, and that man expects to make as much money as the man that does a $1,000,000 business. If the profit on the million dollars is $50,000 a year, then the man doing $100,000 is disgruntled because he cannot make $40,000 to $50,000, and the result is that he talks pessimistically and disappointedly about business and its hardships."

H. M. Lindenthal of Chicago, who was told this point, added: "Yes, Mr. Epstein is right, and, in addition, the man that does $100,000 worth of business wants to spend as much money as the man that does a million-dollar business, and most of them are trying to do it."

"Then," said the representative of this paper, "the conclusion is that if a man is in the clothing business and he has three partners and each of them spends $10,000 a year for living, when they complete the year's business they have not made any money, but the four of them have spent $40,000; then each one of these men damns the clothing business."

It seems the clothing business is a pretty good business, after all.

HENRY SONNEBORN & CO., BALTIMORE.

ISAAC HAMBURGER & SONS.

STROUSE & BROS.

WHERE BALTIMORE MANUFACTURES MEN'S APPAREL.

E. ROSENFELD & CO.

SCHLOSS BROS. & CO.

J. SUGAR & CO.

THE S. GINSBERG CO., INC.

M. MOSES & SON.

WHERE BALTIMORE MANUFACTURES MEN'S APPAREL.

BARTLETT-McKEE COMPANY.

BALTIMORE BARGAIN HOUSE.

PHILIP KAHN & CO.

SILBERMAN AND TODES.

WHERE BALTIMORE MANUFACTURES MEN'S APPAREL.

ROYAL PANTS CO.

W. H. BEEHLER.

S. LOWMAN & CO.

BURGER, HOOD & CO.

S. F. & A. F. MILLER & CO.

J. SCHONEMAN.

WHERE BALTIMORE MANUFACTURES MEN'S APPAREL.

BOYS ON THE ROAD.

(Continued from page 90.)

G. W. Golden, with Brigham-Hopkins Company, Baltimore, Md., leaves for the road with his line of hats July 6.

William Libman, representing the Ox Breeches Manufacturing Company of Louisville, with headquarters in Chicago, is in New York on a pleasure trip.

Wallace Boilleau, of Roelofs', reports from Seattle that trade is exceptionally inviting for fall and winter and that merchants in this section are a very optimistic crowd.

Wm. Eberhardt, with Brigham-Hopkins Company, Baltimore, Md., is in the Chicago market at present, having made a tour of the larger cities and made an unprecedented number of sales on straw hats.

H. C. Alexander, of the Carleton Dry Goods Company, St. Louis, has been elected president, and Fred A. Niemoeller, another St. Louis man, vice-president, of the Egyptian Hustlers, an organization of business boomers.

Charles B. Norris, who was salesman in New York state for H. H. Cooper & Co., clothing manufacturers, John street, Utica, N. Y., died suddenly, of acute indigestion, in his sixty-first year. He leaves a widow and two sons.

Edward C. Stauch, for twenty-five years connected with the glove trade, during the last eight of which he had traveled the central western states in the interests of F. Schmid & Co., died recently at his home in Doylestown, Pa.

W. B. Hundley, who for the past sixteen years has represented Hughes & Potter in western New York and Pennsylvania, has signed with Aldrich & Davis Company of Chicago, and will represent them in the same territory, with headquarters in Pittsburg.

Morris H. Gold Returns from Successful Trip.—Morris H. Gold, middle western representative of Jacob Miller, Sons & Co., manufacturers of Eagle shirts, Philadelphia, with Chicago headquarters in room 816, Medinah building, returned recently from a very successful road trip.

Edmund S. Cruttenden, western representative of W. J. Baxter & Co., cotton converters and importers, New York City, returned to Chicago on Monday, June 20. He was one of the immense throng that welcomed Roosevelt back and reports the occasion as one of the most enthusiastic and largest in point of numbers that New York City ever observed.

Max Schwarz in Hospital.—Max Schwarz, of the selling staff of L. Black Company, Rochester, N. Y., is in the hospital recovering slowly from an operation for hernia, brought on by lifting an end of a trunk on his last trip on the road. He is considered out of danger. His friends say that when he comes out he will be "hand-stitched, with overlap seams."

Levy & Co., Makers of Colonial Cravats, Announce Big Staff of Salesmen for Fall.—What is declared to be one of the largest staffs of salesmen that ever represented a neckwear house in this country has just been announced by William C. Alexander, sales manager for Levy & Co., Philadelphia, makers of the Colonial cravats, for the fall season. It numbers 24 men.

Harry E. Henoch Doing Very Well.—Harry E. Henoch, representing I. Isaac & Co., neckwear, New York; Hewes & Potter, suspenders and belts, Boston; Fred M. Walton & Co., scarfs, Philadelphia; McMullen-Leavens Company, shirt manufacturers, Glens Falls, N. Y., and George W. Cane, waistcoats, New York, left Los Angeles recently for San Diego, where he remained two days. From there he went to San Francisco for two weeks, and later will go to Portland, Seattle and Spokane. He seems to have done very well in Los Angeles. He has taken up two new lines, those of Glidden, Hyde & Co., hosiery, Boston, and Kittleman Bros., necktie fobs, collar bags, etc., Chicago.

Norman Levison, formerly of the firm of Norman Levison & Co., Rochester, N. Y., trouser manufacturers, who have discontinued, is now on the road selling goods for the Fromm & Mandelbaum Company, Albany, N. Y.; Yale Pants Company, New York, and Joseph Klein Company, New York, pants and boys' suits. He travels wherever he chooses east of the Mississippi river.

Pioneer Suspender Company Reorganizes Local Office.—The Pioneer Suspender Company has reorganized its New York office, in order to take care of its increased business both in city and state. William A. Bell, Harry G. Holmes and George F. Fischer will call regularly on the trade, while Louis Kreiss will be on hand at the office to give attention to the visiting trade.

Sol Solomon on the Outlook in Missouri, Texas and Kansas.—Sol Solomon, on his return from a three weeks' trip through Texas, Missouri and Kansas, where he went to see the country and also to get information as to conditions, reports that never before have the crop prospects looked so good to the merchants as they do now in these sections, and that the underlying condition throughout these states has never been better.

F. D. Newberry Says Business Has Improved This Trip.—F. D. Newberry, representing Suplee, Reeve, Whiting Company, umbrellas, etc., Philadelphia, when in Los Angeles recently, said that he found business on this trip better than on the previous one, especially in many of the cities where heretofore there has been a complaint of little business. The company is putting out a new patented cane with a universal joint by means of which the cane may be folded into a package 8 by 2 inches. It is made in four pieces.

Salesmen Booming St. Louis.—St. Louis is being boomed by 4,600 traveling salesmen for St. Louis firms, according to statements made at the annual meeting of the Sales Managers' Association. The boosting is done on information supplied to the salesmen through the association. They are told periodically of the importance of other industries here besides those which they represent. There are 161 firms in the association, declared R. W. Shapleigh, its president, in his annual report. These represent upward of 70 different lines.

Marshall Field & Co.'s Salesmen in Convention.—A buyers' convention, under the auspices of Marshall Field & Co., Chicago, is being held this week in Jackson, Miss., plans for the event having been perfected by W. I. McElveen, representative of the firm in this territory. Twenty-four traveling salesmen who represent the Chicago wholesale house are here. More than 200 of the leading merchants of Mississippi who patronize the firm are expected here to examine the line of samples, and place their orders for fall and winter goods. W. H. Nevins of Birmingham, southern manager of the wholesale department, has the general supervision of the event. Marshall Field & Co. have for several years been holding these sale conventions in western states, but this is the first time that a meeting of this character has been planned for a southern state.

MEN'S WEAR MARKETS

From the raw material to the finished garment.

THE PIECE GOODS MARKET.

THE advent of the spring season, 1911, now occupies the attention of all quarters of the piece goods market, although, so far as business is concerned, on new goods it is operating in a very narrow circle and is confined to the cheapest classes of merchandise. It is the manifest intention of sellers of medium and better class merchandise to defer the opening of their lines as long as possible, and therefore it is extremely doubtful if many of these lines are open to the inspection of buyers before the middle or the latter part of next month.

Even the cheapest lines of goods are being opened much later than usual, and outside of early clothing jobbers it is difficult to find buyers among the regular trade who are sufficiently interested to look. There is nothing in the position of this class of goods to take as a guide for the future market, inasmuch as cotton worsteds are at variance with the rest of the market in the matter of price. Cotton yarns are firmer and higher than they were one year ago, and it is doubtful if the lower price of the worsted filling yarns is of sufficient moment to offset the stiffness in cotton warps in worsted-filled fabrics to be opened later. This, of course, means compared with what is anticipated.

The possibilities that exist for manipulation in goods made from wool substitutes nullifies any value a lead from this class of goods might offer. It therefore remains, as always, for the opening of serges to determine the price policy for the new season. Regarding their opening nothing definite has been made public at the present writing; however, it is not improbable that it will take place at or around July 5. The absence of any weather in which serges would be in demand by the consumer is responsible for delayed opening here, it being the consensus of opinion that it is advisable to allow buyers to do some business before approaching them for a new season.

Prominent buyers, to be sure, have operated "at value," and it is said have covered to a very considerable degree. Prices have been quoted here and there in unimportant instances, and the latter show a decline of approximately 10 per cent to 12½ per cent. Speculation regarding the price of a prominent number has been freely indulged, and the prevailing opinion is that this cloth, which opened at $1.50 last year, will this year be opened at $1.32½. This offers a suggestion of the idea the market has of values, which idea is at odds with the idea the buyer has. It is thought by some that all sellers will be on the same basis this season. However, this is open to serious doubt, and a ragged opening may ensue.

THE WOOL MARKET.

WOOL is dull, and prices remain unchanged and nominal. The demand is light, for the reason that manufacturers positively refuse to make stock goods, and as fast as they fill their old orders, machinery is stopped. The demand for wool since the first of January, many claim, has been the lightest in the experience of the trade. As we go to press reports from Eastern markets state manufacturers are showing more disposition to buy.

The trade deprecates the report of the tariff committee of the Wholesale Clothing Manufacturers' Association at its recent session in Baltimore. It is complained that several propositions were put forth in that report which are very disturbing at this time, and create afresh the very condition of unrest and agitation which the clothiers appreciate should be eliminated from business.

The committee's proposition, namely, "Your committee is impressed with the fact that the duties on wool, and the compensatory duties on cloth, must be lowered," is considered by prominent wool interests in the wool market very unwelcome at this time, as the trouble in the wool market is now mainly believed by these interests to be the result of untimely and unwise tariff agitation.

The tariff committee of the National Association of Clothiers also considered that "extreme or radical changes in the tariff are almost certain to bring reaction."

THE COTTON YARN MARKET.

THE fortnight in the yarn market was another quiet one, although late reports from the East state that some improvement is noticeable in the volume of business. It is doubted if any of the larger dealers did sufficient new business to pay expenses, as the sales were, with a few exceptions, small lots of a few packages for quick deliveries. Even when manufacturers know that they will need yarn in two or three weeks, they appear to be loth to buy until the last week. A few knitters apparently have confidence in the future, as they have bought, in three or four instances, from 50,000 to 100,000 pounds, with deliveries beginning in October. Deliveries on old contracts were good, and in a few instances manufacturers asked to have the quantity delivered increased.

The amount of yarn stored in public and private warehouses is decreasing. Already there is a scarcity of some kinds.

In the case of ordinary southern yarns, the spinners seem to be quite firm in their disposition to quote fairly uniform prices on yarns to be spun. The present bases are above those of a month ago and are pretty closely dependent on the current cost of actual cotton. The latter cost has varied but little lately, in spite of numerous fluctuations in the speculative rates.

THE WORSTED YARN MARKET.

THE recent severe cuts in the prices asked by some spinners for men's wear and dress goods worsted yarns have failed utterly to attract buyers, and these concessions of the mills (usually small ones) have aroused a good deal of sharp and adverse comment on the part of the more conservative producers, who have, in many cases, adopted a waiting attitude toward the market for the time being. Yarns cannot be made on the basis of the present wool market, at the prices at which they are available to-day. Thus divorced from the cost of the raw material, prices of yarns have nothing to tie to, and seem to depend largely on the relative eagerness of holders to get business. One dealer declared this week that the spinners would do best to shut down completely for two or three months until some unmistakable evidence of the need of yarns had developed.

BUSINESS NOTES

Dave Basch and George R. Bookman, representing Herman Wile & Co. of Rochester in Chicago, are now occupying the entire office of 501 Medinah building.

Alexander & Cohn, jobbers of woolens and tailors' trimmings, Chicago, have secured larger quarters at 243-245-247 Adams street, northeast corner of Market street, where they will be located after July 1, 1910.

Phil V. Zoellner, representing Bennett, Hollander & Lewis, makers of union-made "Stag Brand" trousers, Pittsburg, Pa., in the states of Kansas, Iowa, Nebraska, Missouri and Illinois, has a Chicago office at 221 Fifth avenue, room 204.

William Barker Company to Move Next Winter.—The William Barker Company will move from 199-209 Market street to the fifth floor of the new Brooks building, Franklin and Jackson boulevard, Chicago, some time in December or the first of 1911.

Mr. Weiss, decorator for the Boston Store, Chicago, has organized a baseball team among the employes of that store. The team call themselves the "Everwear Team," and wear attractive suits given them by the Everwear Hosiery Company, Milwaukee.

The Comfort Collar Clip Company of Cedar Rapids, Ia., are now manufacturing their popular collar clip, with the retailer's name or trademark stamped on them when purchased in lots of 1,000 or over. They make a practical and convenient advertising novelty.

Sieg. Floersheim Sails for Europe.—Sieg. Floersheim, manager of the Pittsburg office of Phillips-Jones Company, New York, shirts, sailed last week on the New Amsterdam for an extended trip in Europe, and will return with his family, August 10, on the George Washington.

Buyers of leather coats, reversible corduroys, automobile and sheep-lined clothing, will find a desirable class of goods at 167-169 Fifth avenue, Chicago, where Thomas H. Doane western selling agent for the Milford Shoe Company, has his headquarters, and is prepared to show their complete lines.

A clever circular advertising their line of mohair suits and advising the retailer to make an effort to secure this hot weather trade, is being mailed to the trade by the Schwab Clothing Company, St. Louis. The circular is printed in two colors and reproduces an assortment of the patterns carried in this line of hot weather clothing.

Henry Myer & Co. to Build Addition.—Henry Myer & Co., Baltimore, manufacturers of the "Imperial" brand of men's shirts, will soon start to build an addition next to their present factory. This addition will be three stories high and will measure 35x119 feet. The firm's premises, including the addition, will extend from 3601 to 3609 Elm avenue.

S. D. Sarna, manufacturer of the "Famous Brand" knee pants from mill ends, 25 East Fourth street, New York, has opened a Chicago office at 221 Fifth avenue, of which M. Greenwald will have charge. He has for some time past been the western representative and will now make his headquarters at this Chicago address. Mr. Sarna reports that he has just added a line of peg-top knee pants, which fall into bloomers at the knee. They are made as near like men's pants as is possible, even including the side buckles, and he reports large sales at the present time on this new article.

Not being able to obtain additional space in the building they occupy at present, Blum Bros., 155 Market street, Chicago, have leased, for a long period, the upper floors of 127 to 129 Market street, which will be devoted exclusively to Bavaria sweater coats. This will be known as warehouse No. 5, and will be used in addition to their other four houses. The main offices and salesrooms remain at 155-159 Market street

Signal Honor Paid to Joseph Schaffner, of Hart, Schaffner & Marx, by Being Elected Trustee of the Northwestern University.—Joseph Schaffner, of Hart, Schaffner & Marx of Chicago, received a signal honor June 8, it being announced at the annual commencement of the Northwestern University that the board of trustees had elected him as a trustee for the ensuing term of 1911-1912.

The "L System" publishing department, Chicago, is working overtime creating new ideas for the retailers who work hand in hand with them to sell the "L System" clothes for the fall and winter of 1910 and 1911. They believe co-operation in advertising is the means of furthering their mutual benefits. Mr. Lindenthal states that they have not one suit left in the house in light weights.

W. M. Steppacher & Bro. to Increase Their Facilities.—Walter M. Steppacher & Bro., shirt manufacturers, Philadelphia, have in the course of erection an additional wing to their present factory, which they will have ready about September 15, in time to take care of their spring business. This addition represents a five-story building on a plot 36x120 feet, and will be equipped in the most modern manner possible.

Fall Orders for Underwear Show an Increase.—R. J. Eberly, president of the Monarch Underwear Company, Bowling Green, O., states that business for this season has been very good and that advance orders for fall show an increase of about 30 per cent over those of a year ago. Duplicates have been affected somewhat by the cold weather. The business of the company is said to be showing a very satisfactory expansion in every way.

Cleveland Woolen Mills Make Some Changes.—Cleveland Woolen Mills, Cleveland, Tenn., makers of pants and clothing, have lately adopted the U. S. Hoffman pressing machine. This has been installed in both the Cleveland and Chattanooga factories. It is stated that they are running at night, as it is necessary to do this so that they may keep up with the orders. They also state that they have a very good business booked, and that up to this time several of the southern men are still out.

A Greatly Increased Hat and Cap Business.—Sidney G. Hirschberg, of the firm of Hirschberg & Co., Waverly place, New York, who returned from the road a few days ago, when asked by a representative of this paper as to the state of business, replied that the sales of his firm were in excess of last year's a certain percentage which he named. This percentage was so large that Mr. Hirschberg requested the writer not to quote it for fear of creating disbelief in the statement, but said that it was nevertheless a fact. Asked to what he attributed this marked increase, he answered that it was unquestionably due to the irresistible attractiveness and merit of the large number of novel things of both foreign and do-

nected with him W. H. Durkee, who is at present superintendent of the Cleveland Woolen Mills. He will later take management of the mill. This mill, it is stated, has a very fine power equipment, being in a position to furnish their own electric current for lighting and other necessary electrical purposes.

More Confidence in American-Made Clothing.—Charles A. Meyer, who is in Rochester, after a two months' trip to England and France with Louis Kirstein, of Stein-Bloch Company, says that they had an excellent business trip and that they noted a distinct increase of confidence among Englishmen in their preference for stylish American-made clothing.

Mr. and Mrs. Milton M. Mayer sailed for Europe June 21 on the Kronprinzessin Cecilie. As announced in our last issue, their wedding took place at the Buckingham Hotel, St. Louis, June 16. The bride was formerly Miss Ruth M. Levy of Kirkwood, Mo. The groom is a member of the well-known house of Becker, Mayer & Co., manufacturers of young men's and boys' clothing, Chicago.

Kumfort Garment Company, manufacturers of children's playsuits, rompers, etc., 271-285 East Madison street, Chicago, have added more machines, and owing to the increase in the business the past few weeks, have also added additional space. This will be used for offices and stockrooms exclusively, and their factory will occupy the present quarters.

Kling Bros. & Co., Chicago, report that the business which their men have done for fall exceeds that of the same season a year ago, despite the fact that they have discontinued making suits, either two or three piece. Their enlarged facilities for the manufacture of sweater coats and knit goods has made it possible for them to assure even better deliveries in this line than in the past, and it is this line which has helped them to increase their sales.

The Squiers, Hentges Company, manufacturers and wholesalers of men's furnishings, 290 Fifth avenue, Chicago, have discontinued the manufacture of suspenders. They will continue to sell their brand "Vogue" suspenders, but the manufacturing will be done by outside parties, who have taken over their machinery. Mr. Squiers states the change is due to the fact that the manufacturing space in his building can be more profitably employed, and that he can buy these suspenders cheaper than he can make them.

A general notice has been issued by Hart, Schaffner & Marx, which appears elsewhere in this magazine, regarding the misuse of their newspaper illustrations. They quote the law on the subject and state that they will investigate and prosecute any infringements which are proved, and in general expect to avail themselves of the protection of the copyright law. A member of the advertising department of Hart, Schaffner & Marx, in speaking of this notice, said:

"We employ the leading artists of the country to draw our newspaper illustrations, and every illustration is copyrighted before it is sent out. We intend to protect ourselves and our customers in their use. These infringements sometimes arise with artists who take one of our pictures and copy it and then endeavor to sell to a manufacturer or advertising agency as their own. Compared to the number of illustrations there are not many infringements, but it has developed recently that there are some advertising concerns which have adopted piratical methods of openly stealing advertising cuts and selling them to those who do not handle our line. Another source of infringement is where illustrations are left at newspaper offices and the printer uses them for some other customer without permission. The law is clear, and we intend to protect our customers and ourselves from this form of imposition."

In reply to numerous inquiries which have been received by this publication as to why ex-President Roosevelt wore evening dress instead of a frock coat at King Edward's funeral, Fairchild's, London, furnishes the following information:

The correct funeral attire for Mr. Roosevelt, from the American viewpoint, would have been, of course, the frock coat. The morning coat, however, seems to have been adopted of late for many purposes for which the frock coat was originally worn, and has been quite generally accepted as suitable

SIEGEL, ROTHSCHILD & CO., BALTIMORE, MD.

dress for ordinary occasions, yet in the case of the funeral of a monarch like King Edward, official dress only would be worn. There was some difficulty of decision as to what Mr. Roosevelt should wear on that occasion, and finally, evening dress being the usual attire for the funerals or weddings of high personages in France, and also official dress, it was, of course, worn by the ex-president of France, and, as Mr. Roosevelt was in precisely the same position, i. e., ex-president of a republic, it seemed tactful and uniform for the two ex-presidents to be attired alike. Had it been the funeral of a man in a lower rank of society, and putting aside the circumstance of the presence of the French ex-president, Mr. Roosevelt would have worn the regulation black frock coat.

A prospectus of the May Department Stores Company, the twenty-million-dollar corporation, the forming of which was reported in our last issue, has been issued by Lehman Bros., 16 William street, and Goldman, Sachs & Co., 60 Wall street, New York.

This prospectus solicits subscriptions for the unsold balance of the preferred stock in the new corporation. It was offered at 99½ per cent.

The initial balance sheet of the corporation was also presented, as follows:

The May Department Stores Company, incorporated June 4, 1910.

Initial balance sheet, introducing assets and liabilities as of the date of February 1, 1910, to be taken over from the Shoenberg Mercantile Company, St. Louis; the May Company, Cleveland; the May Shoe & Clothing Company, Denver, and the May Real Estate & Investment Company, St. Louis.

Assets:		
Real estate, leases, improvements, furniture and fixtures, good-will and trade names, in St. Louis, Cleveland and Denver		$17,500,000.00
Inventories:		
Merchandise		$2,297,979.17
Sundry supplies	35,660.34	
		2,333,639.51
Delivery horses, wagons and equipment		27,127.00
Accounts and bills receivable		441,772.05
Sundry debtors		52,151.10
Investments and certificates of indebtedness		4,438.35
Prepaid expenses, insurance unexpired and interest accrued		44,512.71
Cash in banks and on hand		213,256.92
		$20,616,897.64
Liabilities:		
Capital stock authorized and to be issued:		
7 per cent cumulative preferred stock, 50,000 shares of $100 each		$ 5,000,000.00
Common stock, 150,000 shares of $100 each		15,000,000.00
		$20,000,000.00
Sundry personal accounts for deposits, etc		292,387.97
Accounts payable		236,818.42
Sundry creditors		41,939.90
Reserve for trading stamps and coupons		45,751.26
		$20,616,897.64

From a well-informed source the report that the May Department Stores Company was negotiating for the business of the Jones Dry Goods Company of Kansas City, now in the hands of two receivers, was discredited. It was said that the business of the Jones Dry Goods Company had been tentatively offered to the May Department Stores Company, but that the latter had not entered into any negotiations. It was also said that the May Department Stores Company did not contemplate at this time the addition of any other stores than the three that now make up the corporation.

As we go to press a wire from New York states that the bankers interested in the May Stores corporation have closed the subscription books for the seven per cent cumulative preferred stock, the issue having been oversubscribed.

CONCERNING GREENS.

THE woolen and worsted mills designers are now getting ready to show samples for men's wear patterns for spring, 1911, and it is safe to say that they are nearly unanimous in cutting out everything that looks like a green ground, or even a green striping or thread of overplaid. At the same time, a look at the advance spring patterns for the merchant tailors, from France, Belgium, Germany or Scotland, shows more or less green in every line.

Now, because the solid greens in the fall suitings, especially among the "resist-dye" worsteds, fell flat, most of the clothing trade cut them out, returned or canceled them from their orders of spring clothing, and hundreds of pieces of worsted cloth have been redyed either into browns or dark blues that were once made for orders on some shade of green, varying from a very light to a very dark tint of that color.

As has been said above, this has produced such a strong feeling of prejudice among designers that they are of one mind, apparently, in cutting out this shade altogether from the sample lines for next spring.

If our readers will look about them the next fine Sunday, they will see on their way to church lots of nicely dressed little boys in spring suits of a green or greenish shade. The mothers who buy most of the boys' clothing are not afraid of this color. It is distinctly a spring shade. Although those whose travels take them to London, where the shop windows along Piccadilly are full of ulsters, Raglans and other storm coats, will bear me witness that nine out of ten of them have either a green or greenish ground, or have a bright green overplaid or a brown ground. Also the cap trade—as can be seen in any hat store window—can find nothing to take the place of green for a foreign-looking golf or traveling cap. So that the present state of mind among retail and wholesale clothiers in the United States is really a sort of "Verdi-Phobia," and without any basis in reason or taste.

The resist dye business brought out the fact that a combination of blue and green in decoration was novel and appropriate on a brown ground. The same combination is good in tan and olive grounds for spring, and to some extent in grays. Every student of color knows that the standard "red and green" decoration on a blue ground is only following out the law of complementary colors. The same applies to black grounds, and very dark browns and greens, as a base for this decoration.

All designers who have followed the woolen goods markets will admit the pleasure they take in using green threads as a decoration. A little of it livens up a pattern, and, as stated, creates harmonious combinations that cannot be equaled by any other color for subdued brilliancy. The fact that the new foreign samples ignore our dread of it should be hailed as a sign of returning sense and a harbinger of the restoration of this color to its old fellowship.

New York, N. Y.—Wanamaker's to Close at 1 O'Clock Saturdays.—Wanamaker's announce that, beginning with July 2, they will close at 1 o'clock Saturdays.

Featuring Norfolk Suits.—Rogers, Peet & Co. say: "Norfolk jacket suits are a welcome change from plain sack suits;" and George G. Benjamin, New York, said on the same subject: "The Norfolk coat is the ideal garment for outing."

Wanamaker Ad Point.—The following signed statement by J. Wanamaker is noted in the corner of some of their ads: "The business of the writers of this page is to tell only the truth about the store and its contents. (Signed) John Wanamaker."

Philadelphia, Pa.—Perry's Reduction Sale Begins.—Perry & Co. began their reduction sale June 15. They are offering "thousands of suits, thousands of trousers and all kinds of summer clothes." The prices range from "$15 and $12 suits for $9.50," to $40 suits for $32," and from "$2 trousers at $1 and $1.50" to "trousers worth $3 and $3.50 at $2."

Philadelphia, Pa.—Strawbridge & Clothier Offer 6,000 Men's Straw Hats.—In connection with their Grande Fete Anniversaire sale, Strawbridge & Clothier offer "6,000 men's straw hats, samples and surplus stocks, $2.50 and $7 values, at $2." The hats, they say, include "Charles Levy's Sons' samples, Tress & Co.'s (London) samples and the close-out stock of another large manufacturer."

Rogers, Peet & Co. Mark Down All Boys' Spring Suits.—Rogers, Peet & Co., New York, said Saturday, June 11: "All our boys' suits of spring weight mixtures have been scaled down. For example, 900 suits that were $16.50 and $18.50 are now $12.50. Similar revisions all along the line bring the whole stock to four prices: $6.50, $8.50, $10.50 and $12.50. Norfolks and single and double breasted styles. Sizes 8 to 16."

Bridgeport, Conn.—"Ten Million Dollars' Worth of Merchandise Sold Every Year.—The Foster-Besse Company, clothing and furnishings, say in an ad: "Rot, just tommyrot! That's what most advertising is. Don't you get tired of reading about cassimeres this and worsted that and latest style and lowest price? I do. What I want to know is who delivers the goods. If you are satisfied with the place where you are trading, keep on trading there; you probably get your money's worth, but—when $3 or $4 looks big enough to you so that you feel like saving it come and talk business with a house that can give a reason. The Besse System advertise 27 stores as a trade name, but as a matter of fact, they have 43 stores and that means buying. You know the answer, $10,000,000 worth of merchandise sold every year."

Philadelphia, Pa.—All Goods Returned to Gimbel Bros. Disinfected.—In line with the recent discussion of the danger of transmission of disease by sending garments on approval, is the timely statement in a recent advertisement of Gimbel Bros., Philadelphia, that goods returned to this store are scientifically disinfected before coming into contaminating contact with anything in the store. "No other store in the world," they say, "exercises that care. Every store should."

Daniel Bros. Company Have 32 Pages of Advertising in One Issue of Atlanta Georgian.—Daniel Bros. Company, clothing and men's furnishings, Atlanta, Friday, June 10, occupied thirty full pages and four half pages of the Atlanta Georgian with their advertisement celebrating the fifth anniversary of the opening of their big Peachtree street store. In the introductory editorial of the gigantic ad they said in part: "We are today using more advertising space than was ever used by a retail firm in one issue of any newspaper on earth."

Brill Brothers Announce "Most Noteworthy Offerings of Fine Clothes for Men and Young Men Ever Made in New York."—Brill Brothers, New York, announce a sale of "men's suits of finest make at one-third under price," which they say is "the most noteworthy offering of fine clothes for men and young men ever made in New York." They explain: "The makers of the finest and most expensive men's and young men's clothing in America, because of the cold spring, had nearly 6,000 special order suits canceled. Four thousand of these—our choice—we purchased at one-third off, and now offer them on the same basis. All are strictly hand made, of pure Australian wool, many fabrics being of foreign manufacture, in plain blue serges and fancy weaves, all shades of gray, and a wide range of the season's best colorings and patterns; 1,840 are worth and might easily be sold at $30, $32 and $35. Of these your choice at $22. The remainder of this remarkable purchase of identical make and design, and covering an equally wide range of the season's best colorings and patterns, including silk-lined blue serges, are suits that are worth and that sell regularly for $22 and $25—the greater part at $25. Of these your choice at $16."

Chicago, Ill.—Mandel Bros. Make Important Reductions on Standard Makes.—Mandel Bros. announced last week important reductions on standard makes, including Brokaw Brothers,' in two and three piece models. They say: "In order to readjust stocks to the needs of a season that has proved backward owing to cold weather, 980 suits have been selected from regular lines and marked down from $25, $28, $30 and $32 to $19 for immediate clearance."

A Blue Serge Suit Necessary to Well Dressed Men.—Maurice L. Rothschild, Chicago, says: "If you want to be correctly dressed always—you do, of course—you'll have to wear, part of the time this summer, a blue suit. The fancy weaves are all right; nothing finer than our grays, browns, tans; but well dressed means variety as well as excellence in style; and your fancy weave suit will look better to you, and to others, if you change off for a while now and then to a blue."

UNION SUITS DATE BACK TO 1851

A MAN who has been in the hosiery and underwear business from boyhood and made its progress and advancement a life study said: "In 1851 I saw at the London Exhibition a garment which combined shirt, drawers, hosiery and gloves. It was called 'the animal,' and was made on various machines, comprising those used in making the body, or shirt. This was removed and stitch by stitch transferred to the drawers-making machine, then to the machine making the hosiery. It was again changed, and finally sent to another town to have the glove part worked out; it was all made up on hand machines, and the garment, when completed, was in the exhibit of Cortwright & Warner, who are still making underwear in England, as is well known in the trade. Truly, 'there is nothing new under the sun.'" Then he went on to say: "I can't tell you that there are as many union suits as two-piece garments made, but I can say there is a growing demand for the union suit each year, and it is going to be more in favor as time goes on. Much finer full-fashioned underwear is made abroad than in the United States, the cost of labor here and lack of skill prohibiting the making of this class of merchandise here."

WHEN ALL THE WORLD IS YOUNG.

"I'll trade compliments wid yer, Kitty."

"I'm awfully sorry, Minnie, but I can't. I never heard anybody say anything good about you."

"I hate ter be harsh, Miranda, but I've discovered dat Lillian here, wot's got er job in er candy emporium, is me real affinity."

"It must be lovely to have er corrugated brow like that, Woolly, but don't yer find dem creases terrible for catching de dust?"

"Would youse marry er feller, Maud, wot looked something like me?"

"I don't know, Chimmie. Why do yer ask dat?"

"Oh, just ter make conversation."—T. S. Allen in the Chicago Tribune.

OBITUARY.

"Boys on the Road."—See this department for additional obituary notices.

Chicago, Ill.—Alexander King Rex, dry goods, died at his home, 4325 Vincennes avenue.

Mitchell, S. D.—Emil Becker, for years one of the leading clothing dealers of this state, died of heart disease.

Brookline, Mass.—Benjamin F. Rollins, for more than sixty years a Boston merchant, died at his home in Brookline, aged 82 years.

Rome, N. Y.—James T. Rutherford, formerly in the clothing business here and in Rutherford, N. J., died at his home in Ogdensburg, N. Y.

Boston, Mass.—Harry Sheffield, the oldest clothing salesman in this city, is dead, aged 77 years. He entered the clothing business in 1850.

Dallas, Tex.—William H. Hornsby, formerly a member of the firm of Spohr & Hornsby, men's furnishings, committed suicide by taking poison.

Orange, N. J.—John Harrison Matthews, for many years a prominent hat manufacturer here, died at his home, 34 Hillside avenue, aged 68 years.

New York, N. Y.—David M. Samuels, a retired hat manufacturer, died in the German Hospital of a complication of diseases. He was 58 years old.

New York, N. Y.—William P. Frank.—William P. Frank, manufacturer of pants, 114-116 East Thirteenth street, died suddenly at his residence, 509 West 110th street, June 14, in his fifty-third year.

Elmira, N. Y.—Joseph Wittenberg, formerly a member of the clothing firm of Holzheimer & Co., this city, died recently at Williamsport, Pa., aged 76 years. He is survived by four sons and one daughter.

New York, N. Y.—Edgar E. Turlington, Jr.—Edgar E. Turlington, Jr., the eleven-year-old son of E. E. Turlington, clothing, at 850 Broadway, died at the home of his parents, 227 Riverside Drive, June 17, following a long illness of rheumatism of the heart.

New York, N. Y.—Israel Levine.—The funeral of Israel Levine, a member of the firm of A. New & Co., trouser manufacturers, 737 Broadway, was held June 17. Mr. Levine was 57 years of age, and was well known in the trade, especially throughout the South.

Schenectady, N. Y.—Stephen V. R. Ford.—Mr. Ford, who was well known in this city, died in New York, aged 74 years. In 1865 he organized the firm of Ide & Ford, to manufacture linen collars at Troy, N. Y., but shortly after retired from this business.

New Orleans, La.—Joseph Simon, who founded the wholesale hat firm of Simon & Kohn, sixty years ago, and which is now Kohn, Weil & Co., is dead at the age of 86 years. He leaves two sons in business in New York, S. L. Simon and David Simon, and is also survived by his widow and four daughters.

Chicago, Ill.—Henry Johnson.—The funeral of Henry Johnson, who died at his home in Rogers Park, took place June 12. The bursting of a blood vessel in his brain caused his death. Mr. Johnson had been in the employ of the J. V. Farwell Company for forty years. He was 69 years old. His widow, three sons and two daughters survive.

Los Angeles, Cal.—Mrs. Mary Teresa Mullen, widow of Andrew Mullen, died at the Hollywood Hotel, after a long illness, aged 73 years. Her husband was one of the original proprietors of the Mullen-Bluett Clothing Company and she succeeded him as president of the company upon his death in 1899. Mrs. Mullen is survived by two sons and two daughters.

New York, N. Y.—Louis M. Michels, member of the firm and representative in this city of Greenebaum, Weil & Michels, Inc., importers and manufacturers of men's furnishings, of San Francisco, died at Cedar Lawn, the home of his daughter, Mrs. Isaac Stern, at Irvington-on-Hudson. Mr. Michels was in his 77th year. He is survived by three daughters, Mrs. Albert Lorsch, Mrs. Isaac Stern and Mrs. Gustave E. Strauss, and by one son, Jesse Michels.

Brooklyn, N. Y.—George W. Tompkins.—The funeral services of George W. Tompkins, who was for thirty years manager of the New York office of Wilson Bros., wholesale furnishings, Chicago, were held June 10 from his residence, 533 Greene avenue. Mr. Tompkins was born at Poughkeepsie, N. Y., July 11, 1837. His death was due to heart failure. He leaves a widow, Jeanette Campbell; two daughters, Fannie Louis and Flora Belle, and one son, Howard C. Tompkins.

Topeka, Kan.—John C. Marshall, of the firm of Robinson, Marshall & Company, a prominent business man of this city and who came to Kansas in the early 80's, died recently of pneumonia, after a brief illness. Mr. Marshall was born in Beaver County, Pa., Nov. 6, 1859, and had lived in Kansas since 1881, when he commenced work in a Leavenworth dry goods store. From a clerkship he worked his way up until he became part owner of one of the largest clothing stores in Kansas.

Chicago, Ill.—Gross Sales of Sears, Roebuck & Co. for May and Last Five Months.—According to a financial paper, the gross sales of Sears, Roebuck & Co. for May were 29 per cent in excess of the same month last year. For the first five months of 1910 an average increase of 28 per cent has been maintained over the same period in 1909.

Chicago, Ill.—Test Case of New Copyright Law Results in Ruling for Plaintiff Which Forbids Appropriation of Cuts by Outside Parties.—In the case of W. C. Both, of the Meyer-Both Company, Chicago, vs. the Dispatch Printing Company, and Byck Bros., both of Columbus, O., a ruling has been handed down by Judge John E. Sater, of the Circuit Court, Southern District of Ohio, Eastern Division, in favor of the complainant, W. C. Both. The complaint alleged that on December 7, 1909, Byck Bros. reproduced in the Columbus Dispatch one of the copyrighted designs issued by the Meyer-Both Company and copyrighted by W. C. Both, and that the defendants had illegally appropriated this design. All of the allegations were found true by the court and an injunction was given perpetually restraining and enjoining the defendants from reproducing the cut in question. It was further ordered that the defendants pay to W. C. Both a fine of $250, assessed as damages suffered through said infringement. It was further ordered that the defendants pay to the complainant all costs and disbursements of this suit. The above ruling is a test of the new copyright law, passed last year by Congress, and which went into effect July 1, 1909. The suit was instituted to prevent the appropriation of copyrighted cuts, a practice which has caused considerable annoyance to clothing manufacturers for several years.

BOOKING AIR PASSENGERS.

PRICES of £10 and upwards were offered at Ranelagh on Saturday for a seat as passenger on Mr. Grahame White's aeroplane. At 8:30 Mr. White ascended with a passenger, reached a height of 400 feet, and

flew to Putney and back. In the picture his manager, Mr. Brewer, is booking passengers. —Daily Mirror.

Washington, D. C.—Retail Merchants Organizing Association.—The merchants of Washington have taken preliminary steps toward the formation of an organization to be known as the Retail Merchants' Association of the District, the purpose of which will be the mutual benefit of buyer and seller. Joseph Strasburger is temporary chairman.

Columbus, O.—Great Increase in Retail Business in Last Four Years.—The Ohio State Journal, in a special issue devoted to the city in connection with the Made-in-Columbus Exposition which is to take place the latter part of this month, asserts that the weekly sales of the retail stores have increased from $1,000,000 to $2,000,000 within the past four years.

New York, N. Y.—A. G. Hyde & Sons Lose Appeal from $19,748 Judgment—Verdict in Favor of Hecht & Co. Approved by Appellate Division of Supreme Court.—A. G. Hyde & Sons, wholesale dry goods, have lost their appeal from a judgment of $19,748, awarded Hecht & Co., wash suits, the Appellate Division of the Supreme court affirming the judgment and order of the lower court, with costs to the appellants. There was no opinion written on the points involved.

Hecht & Co., it will be recalled, were awarded a verdict for the above amount in the Supreme court, on a claim for work, labor and services rendered, and alleged breach of contract. The plaintiffs' assertion was that they had a contract with A. G. Hyde & Sons to make up 1,000 dozen wash suits from a selection of the defendants' own galatea, but that when the suits had been manufactured the defendants refused to accept them, claiming the galatea was too heavy for market purposes. The contention of the plaintiffs was that the defendants made the selection of the galatea themselves.

The attorneys for A. G. Hyde & Sons state that they will in all probability carry the matter to the Court of Appeals.

These Market Guides are Free to Men's Wear Buyers

NEW YORK
FAIRCHILD'S MEN'S WEAR DIRECTORY
Vol. X July, 1910 No. 1
A classified directory of Manufacturers, Jobbers and Retailers of Men's Apparel
Telephone Numbers Included
Copyright, 1910, by
FAIRCHILD COMPANY
42 EAST 21st ST., NEW YORK
Telephone 6160 Gramercy
PRICE 25 CENTS
CHICAGO
FAIRCHILD'S CHICAGO APPAREL GAZETTE DIRECTORY
Vol. X JULY, 1910 No. 1
Issued Semi-Annually
A classified directory of Manufacturers, Jobbers and Retailers of Men's Apparel
Dry Goods and Women's Wear Wholesale and Jobbers
Telephone Numbers Included
Copyright, 1910, by
FAIRCHILD COMPANY
LEES BUILDING, CHICAGO
Telephones—Main 4758; Auto 7149
PRICE 25 CENTS

¶ If you're coming to New York or Chicago you will find these *Blue Books* of great assistance.
¶ They are published for retail men's wear buyers only.
¶ These directories enable the buyer in the wholesale market as well as the buyer at home to see New York or Chicago from a business standpoint.
¶ Do you want them?
¶ They are free to men's wear merchants and buyers.
¶ Issue dated July, ready July 1st.
¶ Write us, enclosing a 2c stamp to cover postage for each one.

BLUE BOOK DEPARTMENT

FAIRCHILD COMPANY

42 East 21st Street, NEW YORK — Lees Building, CHICAGO

CHICAGO CLOTHES SHOW NEWS

IN FOUR PAGES

WEDNESDAY JUNE 22ND, 1910 PRICE, INVALUABLE

FASHION SHOW CROWDED

THOUSANDS OF RETAILERS PRESENT

COLISEUM

Under the roof of the great Coliseum, Chicago, during the week of March 2, gathered the public 100,000 strong to view the various exhibits at the first Fashion Show held in Chicago.

It was predicted by the management that Chicago people were as interested in fashions as New Yorkers, that they were quicker to take hold of a new proposition; and this prediction was not in vain. The way they did come, by automobiles, by carriages, street cars and on shanks' mare, to show their approval of the hard work necessary to promote a show of this kind, and brought many smiling faces to the exhibitors who had spent thousands of dollars to bring the merchants to the Great Central Market, and they appreciated the fact that the retail merchants were to cooperate with them in making Chicago the foremost market of the world.

Saturday broke the record.

Saturday night was the record breaker of the week. At 8 o'clock the crowd began to pass through the doors so fast that they swept before them a large display of palms at the entrance, which formed part of the decorations.

A very fine flashlight was taken of the throng, which was one big jolly crowd; the more the crowd the more fun they seemed to have.

Some were viewing the clothes of the up-to-date man, some watching the living models in the ladies' section, some resting in the gallery listening to the band of 40 pieces, while others were gathered around the tables in the cafe.

This was the way the general public greeted Chicago's first Fashion Show.

The afternoon was entirely different. The exhibitors had their best-posted salesmen on the ground to look after the interest of the merchants; they showed them the superior points of their garments, what points to bring out to their customers when they were making a sale, etc. In fact, were there to post the merchant on each special article exhibited, and the afternoons were devoted almost exclusively to the merchants.

A Display that Drew the Crowds

VISITING MERCHANTS COMMENT

A COMPARISON OF MERCHANDISE

COLISEUM

In an interview with some of the prominent retail clothiers in regard to the benefits they derived from a show of this kind, a reporter for the Chicago Clothes' Show News gathered these ideas.

A man from Kansas said: "We are able to secure ideas and information that help us in promoting our business interests. Take, for example, any brand of wearing apparel, and in his town each merchant is known as the agent for such and such a brand. He can stop at all of the exhibits at the show and see the other makers' models and mentally compare the offerings with his present firm's product. The concentration of the manufacturers and distributing sources help to save the retailer's time. There are hundreds of retail merchants in the men's wear lines in the territory west of Chicago who come to the city to purchase their goods and who never go east. These merchants would all be greatly pleased with the opportunity to be able to see so many lines under one roof."

THIS FROM IOWA.

"The processes of manufacture are also of interest as well as the finished product, and the show has an educational

(Continued on page 2.)

BIG SCRAMBLE FOR SOUVENIRS

SUSPENDERS, BELTS, GARTERS, NECKWEAR, NIGHTSHIRTS, PANTS, ETC.

FREE TO VISITORS

COLISEUM

"SAN-VELOPE" TO THE FRONT.

Carter & Holmes had the isle in front of their exhibit blocked most of the evening, giving away nightshirts packed in their sanitary package "San-Velope."

Mr. King stood on a chair acting as a "barker" and announced the gifts as the lucky ones made their way through the crowd to claim their reward. This caused a great commotion and imbedded the brand "San-Velope" in the minds of hundreds.

SOUNDING LIKE A FOG HORN

came the announcement, through a megaphone, from the "Pearl Trim" suspender booth that they would give away "Pearl Trims." A mad rush followed for this booth and it took the greater part of the evening to hand out suspenders to the gratified crowd.

As Mr. Aldrich said, "It cost money, but was a good advertisement, which showed the merchants our liberality in advertising."

BUT, OH! THOSE "MIDGETS"

which the Ohio Suspender Company handed out so freely. Box after box of these well-known garters were passed to the crowd, were even thrown to the people in the gallery who could not get near the booth.

THE PRICE OF ADMISSION

was refunded in the shape of beautiful Bengaline ties given out by Squires, Hentges & Co. and McCurrach & Smith.

PENCILS GROW ON TREES.

From the liberal policy of the advertising department of the L System one would think lead pencils grew on trees, everybody was welcome to one.

(Continued on Page 2)

TURN YOUR FEET AROUND— DON'T WALK BACKWARD

INTERCHANGE THOUGHTS

BY OUR THOUGHT EDITOR
THINKINGTOWN WASH.

Some merchants are literally walking backward; they close their eyes and think because they inherited the store they own today from their father and because the business was a flourishing one when handed to them that they don't have to keep posted on "things of the moment."

When a merchant, filled with enthusiasm, his eyes and ears wide open, always ready to catch a sight or sound of something new, opens in a town, he can push the sleeper on the other side of the street clear off the boards, because he takes a few days off to attend the Chicago show he does not think he is losing time; he does not say, "I have no one to leave in charge of my store," because he has someone; he pays a good salary to a trustworthy man that can manage the store in his absence, he visits the great Central Market often to pick up snaps, new ideas, or some agency for a well-known brand by calling on the manufacturer, getting acquainted with him and letting him know he is the live merchant of the town.

The Chicago Clothes Show is a clearing house of thoughts—here's where you clear your brains, interchange thoughts, get ideas from the big men in the business.

A well-to-do and successful man once told me, if I wanted to make money, to mix with people who had money.

If you want good ideas go where the ideas are, don't go walking up some trout stream in the backwoods.

BACK TO THE FARM.

"Them New York folks aren't as smart as they pertend tu be," said Hiram Bush on his return from the city. "I saw a sign over a store door that read, 'Cast Iron Sinks.' Any kind of iron will, by heck!"—Chicago Journal.

BIG SCRAMBLE FOR SOUVENIRS

(Continued from First Page.)

A PAIR OF PANTS

to fit a boy doll, which David M. Pfaelzer & Co. gave away, were one of the odd souvenirs carried home by many people.

THE KANT KRACK

is what they told us as they handed out a handsome souvenir consisting of a deck of playing cards made of the same material as the Kant Krack brand of never-wear-out collars.

DID YOU GET THE SHOES

that the Pingree Company had on exhibition?

They held an interesting crowd by the promise of shoes to the people holding the lucky number.

FLOWERS FROM SOCIETY BRAND

Alfred Decker & Cohn had flowers for the men as well as for the ladies. They are proud of this brand and say the clothes do not need any buttonhole bouquets to attract attention, but they said someone might have passed through the door wearing some other brand which might need a bouquet.

WHERE THE READY-MADES GO.

Press Eldridge and two clothing manufacturers were going to heaven, and when they reached the pearly gates St. Peter asked them where they were going. "To heaven," was the reply. "What qualification have you fellows to get in here?" asked the gate keeper. "Oh," piped in one, "we are manufacturers of ready-to-wear clothing." "Well," said the well-known Peter, "that won't do here. We only handle custom-made suits here, and they last as long as you are here; you had better go to ———."

HELLO!
YES—THIS IS ME.
NO—I CAN'T GO.
THAT IS THE WEEK OF THE CHICAGO FASHION SHOW, AND I WILL LEARN MORE AT THE SHOW THAN I WOULD MAKING TEN APPOINTMENTS WITH YOU.
GOOD-BYE.

With apology to
J. Blach & Sons, Birmingham, Ala.

THROUGH SLEEPER
TO THE
FASHION SHOW
$1.99
FROM EVERYWHERE
EVERYBODY'S RAILROAD

VISITING MERCHANTS COMMENT

(Continued from First Page.)

advantage that should not be overlooked. The up-to-date retailer is just as much interested in the newest developments in his line as the manufacturer, and he looks upon an exhibition of this kind as an opportunity to interchange thoughts and opinions with others whose interests are in common with his.

A MAN FROM COLORADO.

"It means a few days away from business, and gives an opportunity to compare lines without obligation to anyone. In modern merchandising it is no small part of a live retailer's interest to keep posted on what others are doing."

BUYERS IN MARKET OFTENER.

Many retailers are coming to the Chicago market in August. They are realizing that it pays them better to make several trips a year. They are naturally more in touch with new and up-to-date stuff and in a great measure this inspires the salesmen in the department, as they feel that when buyers come to market often they will buy more new stuff and the new stuff mixed in with the older stock makes an entirely different showing and livens up a department and its salespeople immensely.

PRESTO! CHANGE.

Presto! said the "little-fellow" demonstrator at the Presto collar booth, and in one second had his collar ready to go to the north pole, and in another second had it ready to go to Florida. A retailer can do the same thing and sell a coat at first sight

THE EFFECT OF DEMONSTRATING

WHAT THEY DID AT THE COLISEUM

CHICAGO

What the retailer can do by demonstrating was brought out at the Clothes Show when it was shown how easy it is to sell goods if they will only go to a little trouble and actually show the people what they are trying to sell them. I don't mean to bring the goods out and lay them on the counter, but really to demonstrate them.

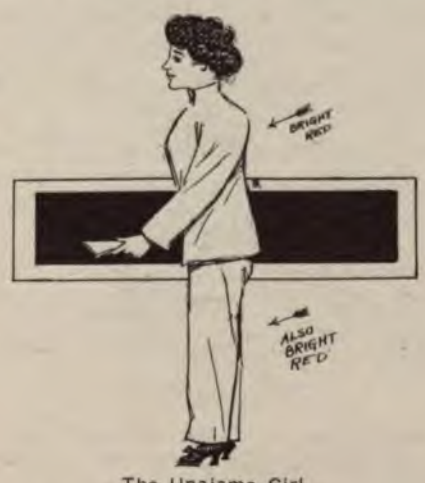
WHEN ARA-NOTCH CAME OUT.

When the Ara-Notch collar was first put on the market it was a hard matter to teach the public how to put them on. Demonstrators soon overcame this objection and everyone knows the result. How easy it would have been for a retailer to have had a sign in his window saying they taught the men how to use the Ara-Notch. At the show people flocked around this exhibit, asking questions and watching a demonstrator put on and take off an Ara-Notch with one hand in less time than it takes to fill your lungs with air.

ANOTHER NIFTY "LITTLE-FELLOW."

but it was a she——— stood on a chair in the Unajama booth dressed in a bright red Unajama suit. What she didn't know about Unajama suits wasn't worth knowing, and what the merchants didn't know she told them, and what they couldn't see she cleverly explained to them.

One merchant said he never had any



The Unajama Girl.

trouble selling a Unajama, but she showed him how to sell one in half the time by showing his customers several good points which would clinch the deal without further argument.

(Continued On Fourth Page)

CHICAGO APPAREL SHOW
COLISEUM
CHICAGO
July 30 to August 6

GOING TO THE FASHION SHOW

SEASON PASSES TO RETAILERS

TODAY'S REQUESTS

The following letters requesting season passes for the Chicago Wearing Apparel Show were received at the office of the National Trade Show Company today:

Omaha, Neb.
The National Trade Show Company,
317 Rand-McNally Building,
Chicago, Ill.
Gentlemen:
Please enter my name for pass for Apparel Show and oblige.
Yours truly,
M. A. MOSES,
Volmer Clothing Company.

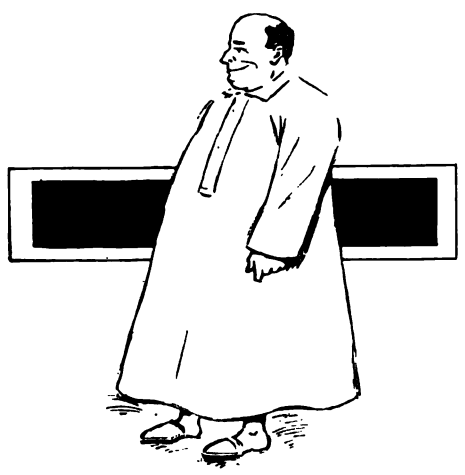
Grand Island, Neb.
National Trade Show Company,
Chicago, Ill.
Gentlemen:
Please send us two tickets to the Apparel Show for president and secretary of our firm, who expect to attend the show.
Yours very truly,
GITCHELL-DOUGLAS COMPANY.

Columbus Junction, Iowa.
National Trade Show Company,
Chicago, Ill.
Dear Sirs:
Please send us two passes to the Trade Show during July and August.
Your respectfully,
RUTHENBERG & BIERMAN.

Keokuk, Iowa.
National Trade Show Company,
Chicago, Ill.
Gentlemen:
We will appreciate very much your sending the season passes for the Chicago Wearing Apparel Show of which mention is made in your advertisement of the 25th ult.
Yours truly,
WEIL & CO.

Johnstown, N. Y.
National Trade Show Company,
Chicago, Ill.
Gentlemen:
Kindly send season passes for Chicago Wearing Apparel Show as per Men's Wear to Chauncey Heagle and M. J. Farrell.
Yours truly,
HEAGLE & FARRELL.

Union City, Ind.
National Trade Show Company,
Chicago, Ill.
Gentlemen:
Please send us passes for the Apparel Show for Wm. B. Wolf and M. E. Wolf as they intend to visit the Show.
Yours truly,
WOLF & SONS.



AWAKING

MANY FOLLOWING IN LINE

Awakening to the fact that suggestive advertising will be one of the strongest means of advertising in the future, many merchants are falling in line and taking hold of the proposition the Fairchild Publishing Company will have explained to the merchants thoroughly at the show.

They will have Man's Book enlarged to a size 5 feet wide and 3½ feet high when spread open, which will be mounted on a gilded stand seven feet high to be in full view of the people; the pages will then be turned continuously and the pictures and advertising pointed out by an attractive young lady.

Not one merchant should miss seeing this book, as it is the start of suggestive advertising and something every one of you can utilize splendidly in your business. You are all looking for an innovation along the advertising line and Fairchild has found it for you. They figure 50c per year for each of your customers, and it should bring you a return of $50 per year from each customer.

Next Show
July 30 to August 6
Coliseum
Chicago

GREAT CENTRAL MARKET

PREPARING FOR BIG CROWD

August is the time of year for the merchants to visit Chicago, the great Central Market. The manufacturers know this, they also know that thousands of retail merchants will be in Chicago during this month on buying trips, because they have not bought their full requirements for fall, partly on account of the bad weather which has retarded business and partly because many merchants are fast realizing it is better to make four trips a year to the market than buying everything at home. They have a better assortment to choose from, more time to select their goods and can also take advantage of the novelties that come out between seasons.

In speaking with one of the largest shirt buyers in the state not long ago he was asked if he had any trouble in getting choice patterns by doing his buying this way. He said not the least trouble because the manufacturers were also realizing that the retailer preferred to buy this way and made preparations accordingly. Manufacturers in every line are preparing for just this thing and will have their salesmen displaying stocks of their choicest for August. Come to the August show, try this method of buying and it will not only prove a money-saver for you, but will afford you an opportunity of a vacation to the city which in five years will be larger than New York City.

We have some big men in Chicago who do big things. Come, get their ideas. Made-in-Chicago week will be in August and during that week all the leading retail stores will be elaborately decorated with Chicago-made goods. It will afford you an opportunity of seeing some of the finest decorated windows in the world. You will broaden your views and get ideas to take home which will more than pay for your trip.

(Continued from Third Page)

IF YOU HAD A BRICK

The retailer who watched this demonstrator will have easy work selling clothes made with the Bartell Pocket. In your pocket it would draw your coat down and give it the appearance of not having been pressed for several months —not so at the booth of Bartell.

MEN'S WEAR.

This is one of a series of newspaper ads. furnished each agent

Good Clothes

are the only kind we tailor and the only kind that leave our shop. If you haven't been tailored yet—let us prove to you how well we please.

Jones & Co.

Tailors

Good Times - - - U. S.

Numberless other forms of publicity to help you

OUR advertising service is one of the features of our proposition. If you are a Stern representative you'll share in this work. Write for details

B. STERN & SON

New York's Exclusive Custom Tailors

632-34 Broadway

IF WHAT YOU WANT IS NOT ADVERTISED, THEN ADVERTISE FOR IT

Somewhere around your establishment you doubtless have a show case or two, some window fixtures or other articles of store equipment which you no longer use, but which some other merchant would be glad to purchase from you. Through these columns you can reach that other merchant.

RATES FOR ADVERTISING IN THE CLASSIFIED COLUMNS:

Positions Wanted, two cents a word; minimum charge 50 cents. If inserted in both MEN'S WEAR and the CHICAGO APPAREL GAZETTE, total charge three cents a word. Display ads., $1.50 an inch.

Help wanted and other miscellaneous headings, three cents a word; minimum charge 75 cents. If inserted in both MEN'S WEAR and the CHICAGO APPAREL GAZETTE, five cents a word.

Display advertisements, $2.00 an inch. Remittance must be sent with order, as these amounts are too small to open accounts.

RETAIL POSITION WANTED

WINDOW DRESSER AND SHOW-CARD WRITER, GOOD experience, original ideas, hustler, good habits, wishes position for fall; talks English, Danish, German, Swedish and Norwegian; best reference from present employer. Address J. H., care of Fairchild Co., Chicago, Ill. 6-22-1pm

EXPERIENCED CLOTHING SALESMAN, TWENTY-FIVE years' experience, desires position; best of references. Address "N," 53½ North Center St., Corry, Pa. 6-22-1pm

A1 CLOTHING SALESMAN, SNAPPY WINDOW TRIMmer; can write tickets and newspaper advertisements, essential hustler, best of reference, desires position. Address T 622, care of Fairchild Co., Chicago, Ill. 6-22-1pb

RETAIL HELP WANTED

EXPERIENCED WINDOW TRIMMER AND CARD WRIter for exclusive men's store; one who can also sell clothing and furnishings; submit samples of card writing and name lowest salary in first letter. THE SAM E. LIND CO., Zanesville, Ohio. 6-22-1cm

HELP WANTED

FACTORY MAN WITH SMALL CAPITAL TO TAKE charge of suspender and glove factory; output already sold. Address 262, care of Fairchild Co., 42 East 21st St., New York City. 6-22-1pm

CLOTHING SALESMEN WHO WANT TO BETTER their condition, those who seek bigger and better things, can find something they are looking for by addressing E. L. MOON, Station A, Columbus, Ohio. 5-25-15cm

SALESMEN WANTED

SALESMAN ACQUAINTED WITH THE TRADE TO HANdle high-class line men's fancy shirts in Ohio, Pennsylvania and middle West states on commission basis; state references, experience and other lines carried. Address 265, care of Fairchild Co., 42 East 21st St., New York. 6-22-1cb

SALESMEN HAVING TRADE TO SELL A REPRESENTative line of men's trousers; state particulars, references, experience, etc. Address TROUTMAN & CO., 9 and 11 University place, New York. 6-22-1pb

E. WALLACE CRAIG, HOLIDAY BOX SPECIALIST, DEsires salesmen selling to the haberdasher, department store and jobbing trade, to carry side line of holiday boxes on commission; in replying state territory covered; this is an excellent opportunity for high-grade men. Address E. WALLACE CRAIG, 396 Broadway, New York. 6-22-tfcb

SALESMEN WANTED FOR A LINE OF WELL-MADE trousers at popular prices; commission basis; address, giving particulars, 263, care of Fairchild Co., 42 East 21st St., New York. 6-22-1pb

SALESMEN WANTED

SALESMEN TO SELL HIGH-CLASS LINE OF MEN'S underwear in both two-piece and union suits, to the best furnishing goods and clothing trade; prefer men who are located in the principal cities, with an office and established trade; our prices are right; strictly commission basis; furnish us full information about lines you are selling, business done, with reference in first letter. Address J 622, care of Fairchild Co., Chicago, Ill. 6-22-1pb

ARLINGTON CLOTHING COMPANY, MAKERS OF PURE wool and worsted, hand-tailored men's clothes, $7.50 to $13.50, are open for one or two good salesmen; only those who command trade need apply; state full particulars in first letter. ARLINGTON CLOTHING CO., 40 N. Third St., Philadelphia, Pa. 6-22-3cb

GREAT OPPORTUNITY FOR A FEW MEN IN THE REtail line who can spare a few weeks each season, to sell to retail trade, high-grade men's clothes, $10 to $16.50, bearing union label. Address S 622, care of Fairchild Co., Chicago, Ill. 6-22-1cb

CLOTHING SALESMAN WANTED TO HANDLE A POPular-priced line of young men's and boys' clothing; only those with trade need apply; state territory. DAVID LEES & CO., 40 N. Third St., Philadelphia, Pa. 6-22-3cb

SHIRT SALESMAN WANTED TO HANDLE LINE OF popular-priced men's working and dress shirts for western Pennsylvania and Ohio. Address 267, care of Fairchild Co. 42 East 21st St., New York City. 6-22-1cm

TRAVELING SALESMEN—MEN EXPERIENCED AS REtail clothing salesmen or in taking measurements for men's made-to-measure garments to hold special displays of woolens with our agents and to assist them in booking orders; splendid opportunities for men of ambition; references, age and complete business experience to accompany application. E. WACHTEL, Sales Manager, 833 W. Main St., Louisville, Ky. 5-11-5pb

SHIRT AND NECKWEAR SALESMEN WANTED FOR West and southwestern territory by one of the largest houses in the West; only men commanding trade considered; state all particulars in application, which will be treated confidentially. Address G 68, care of Fairchild Co., Chicago, Ill. 6-22-1cm

SALESMEN TO SELL HIGH-GRADE CLOTHING; ONLY applicants who can actually command trade and furnish best references will be considered. HERSHBERG & CO., Rochester, N. Y. 6-8-2cb

RESPONSIBLE HUSTLING SALESMEN

selling men's furnishings, to carry best line of

Knew Knit Kravats and Tubulars

in America, to retail at 25 cents to $2.00; side line

F. D. PALMER, Room 403 Flatiron Building, NEW YORK CITY

6-22-1cb

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A RARE OPPORTUNITY TO BUY AN OLD-ESTABlished clothing, hat and gents' furnishing goods store in the eastern part of Pennsylvania, in the heart of coal regions; stock will invoice about $16,000; doing a yearly business of $45,000; best location in town; will not consider anything less than 100 cents on the dollar; reason for selling, ill health. Address 261, care of Fairchild Co., 42 East 21st St., New York City. 6-22-1pm

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OLD-ESTABLISHED TAILORING BUSINESS IN CITY OF 350,000 population, will rent department for general line of gents' furnishings, hats, shoes. Address "FURNISHING," care of Fairchild Co., 42 East 21st St., New York City. 6-22-1pb

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PARTNER WANTED, NOT NECESSARILY WITH money, but must be a live man capable of both buying and selling the clothing in old-established store, selling clothing, furnishing goods and hats, in town of 8,000 people in central Ohio, a rich and prosperous community; this exceptional opportunity is offered because of the recent death of my partner. Address 264, care of Fairchild Co., 42 East 21st St., New York. 6-22-1cb

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NOTICE TO ADVERTISERS

All inserts to be used in this publication must be full 13½ inches long by 10½ inches wide. Inserts must not be printed on heavier paper than 28x42—130 lbs. If exceeding this weight a charge of $5.00 per pound will be made for each pound the paper weighs over 130 pounds. No inserts will be inserted at any price which weigh over 160 pounds. The publishers reserve all rights to refuse to use any and all inserts not previously submitted for their approval.

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REPETITION

It's repetition that counts. You'll never get very far ahead unless you sell merchandise that will make "repeat" sales.

In clothing, the line you should sell is

"ALCO SYSTEM" CLOTHES

They are the kind of garments that will cause your customers to "duplicate" next time.

The line for Fall contains a host of attractive styles that you should see. And they all have the "come again" quality.

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Makers of "ALCO SYSTEM" Clothes

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BALTIMORE, MD.

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MEN'S WEAR

THE RETAILERS' NEWSPAPER

JULY 6, 1910

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FAIRCHILD COMPANY

Volume 29 Number 5

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PRICE 15 CENTS

Some Valuable Clothes Facts

The truth about Adler-Rochester Clothes is that they are the best-made, the best-fitting, the best-looking, the best-wearing of the whole ready-to-wear family.

They are made by men who are supreme in the tailoring craft—after the designs of eminent authors of style.

And they're made with a margin of profit so small that they're "the most for the money," besides being the utmost in clothes.

Qualities like these—exclusively Adler-Rochester qualities—are what make permanent customers, and increasing custom each year for those who sell.

ADLER-ROCHESTER-CLOTHES

These are not new facts. They've been known to the well-informed trade since 1869.

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Where exists an Adler-Rochester Agency there also is a prosperous clothing business—an establishment that commands the community's best trade

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Sample garments, swatches, etc., sent on request.

L. Adler, Bros. & Co.

Makers of

Adler-Rochester Clothes

Rochester, N.Y.

Boston
Oak Hall Bldg.

Chicago
77 Jackson Blvd.

The Secret of Personal Power

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How often are you yourself?

How often are you, through some inspiration, something bigger and better than your normal self.

Really, now, when you stop to think, you are not often your real self.

In order to be yourself you must first know yourself and then express yourself.

Any retail clothing merchant may justly ask himself these same questions regarding his business, because every business should possess an individuality all its own.

Does yours?

If we may be of assistance in supplying individualizing merchandise we are yours to command.

Barron-Anderson Company

Wholesale Clothing Manufacturers

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at Brighton or Manhattan Beach is but a short ride from our New York Salesroom
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Let us also remind you of the "Daisies" among our Kenreign Great Coats, Rain Coats, Men's Suits and Hangwell Trousers
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Boston, 611 Washington Street
Chicago, 200 Jackson Boulevard
San Francisco, 132 Sansome Street
C. KENYON COMPANY

The "Different" House

That Makes the "Different" Clothes

Success is based not only upon "Making Good" as the phrase goes, but making good with merit and worth that is unusual.

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But THE L SYSTEM Clothes have gone farther than meeting the test in worth and quality---in these clothes only there has been incorporated a spirit of youth---a getting away from humdrum styles---an originality in effect---a dash in pattern that has spelled their wonderful success.

THE L SYSTEM dealers are men whose prosperity is certain because they carry the stock that is absolutely A1 in quality and workmanship---stock that has "Difference" in every feature, that has models in which every desire, every impulse of the young man is met successfully and artistically.

THE L SYSTEM booth at the Coliseum during the August clothes show has a "welcome" sign in every corner. Be sure and visit this booth---your own eyes will tell you the story of a great success.

H. M. LINDENTHAL & SONS

STYLE ORIGINATORS

CHICAGO BOSTON NEW YORK

A Source of Assurance in Dress

¶ To be able to tell your customers that you are the agents in your town of the only clothes made in America that are sold to Englishmen and worn upon the streets of London by Englishmen, is not that a distinct source of advantage to you?

¶ To please an Englishman, to satisfy him with clothes made elsewhere than inside the edges of his own island, is to achieve a triumph in method, quality, and distinction of fit and style, that is not shared by any other clothesmakers in the United States.

This Label Stands for 55 Years of Knowing How—

Whoever Knows Good Clothes Knows It

The Stein-Bloch Co.

Tailors for Men

Rochester, N. Y.
Shops and Main Offices

Chicago
1422 Republic Building

New York City
The Fifth Avenue Building

Society Brand Clothes

are acknowledged to be the highest type of clothes made for Young Men. But the term "Young Men" as applied to the intended wearer of these clothes is not used to denote his age necessarily. It indicates the inclinations and character of form he should have. A man sixty years old, who is sufficiently liberal-minded to wear a style that is artistic and whose form is of regular dimensions, may be just as appropriate a wearer as the young man of twenty. Are they not therefore adapted to the majority of men of refinement ?

Made in Chicago by

Alfred Decker & Cohn

See the Society Brand Clothes Exhibit in Space No. 46. located on the center aisle, Coliseum, July 30 to August 6, inclusive.

Frankel System Clothes

Lead all other Medium Grade Lines

because in them you'll find Style, Fabric and Tailoring to be found only in the highest grades, and yet they are popular priced.

Every garment all hand tailored in our own shops and Guaranteed to give good service or a new one free.

Frankel Brothers

New York's Largest Medium-Grade Clothing House

Fifth Avenue, New York

OUR STRONGHOLD IS
YOUR STRONG HOLD
EQUAL TO CUSTOM MADE
FROM
$15.00
TO
$20.00
RETAIL
There are more garments sold at from $15.00 to $20.00 retail than at any other price.
This has been the "HORSE SHOE BRAND" STRONGHOLD for nearly half a century (though our range runs to $35.00 retail.)
We give the values that give you the strong hold on your business.
Samples may be seen at our show-rooms, 687-689 Broadway---or forwarded on request.
DAVID MARKS & SONS
Makers of "HORSE SHOE" Brand Clothes
Broadway, New York.

"SMILE"

"SMILE"

"SMILE"

"SMILE"

"SMILE"

ROELOFS HATS

ROELOFS HATS

"SMILE"

"SMILE"

"SMILE"

EVERY

ROELOFS (SMILE) DERBY

CONTAINS A

PRINTED GUARANTEE;

A broad, comprehensive agreement, in fact, that saves merchants from loss or arguments with their customers.

There Are No "Ifs" or "Buts" About It

It is a plain unequivocal statement that we will "make good" to YOUR customer for any unsatisfactory hat.

WE DARE TO DO THIS

because our product has reached such a high state of perfection.

Of course, ROELOFS WORLD RENOWNED STYLES are incorporated with this guarantee.

Let Us Send You a Sample Line at Our Expense.

ADDRESS "*Roelofs*" *(and smile)*

Phila. Pa.

CHICAGO OFFICE: 1612 Republic Bldg.
NEW YORK OFFICE: 781 Broadway.

OUR salesmen have practically finished their work with the fall selling; they tried to see everybody who wanted to be seen.

It is quite possible, however, that there are some good merchants who still want to get in touch with us for fall; who would have been glad to look at the line if a chance had offered.

If you would like to see our line for

fall, it isn't too late; let us know your desires, and we'll arrange to show you samples.

When you see them, you'll realize what a favor we've done you.

Hart Schaffner & Marx

Good Clothes Makers

Chicago Boston New York

WHEN YOU COME TO NEW YORK

this summer, there are a few things you ought not miss. The EFF-EFF line for Fall and Winter is one of them.

¶ It has the quality and refinement to summon to your store the best trade in your town; and includes all the styles, patterns and novelties that will be in strongest demand.

¶ Our salesrooms and offices, centrally located at 746-48-50 Broadway, will afford you every business convenience during your stay in the city.

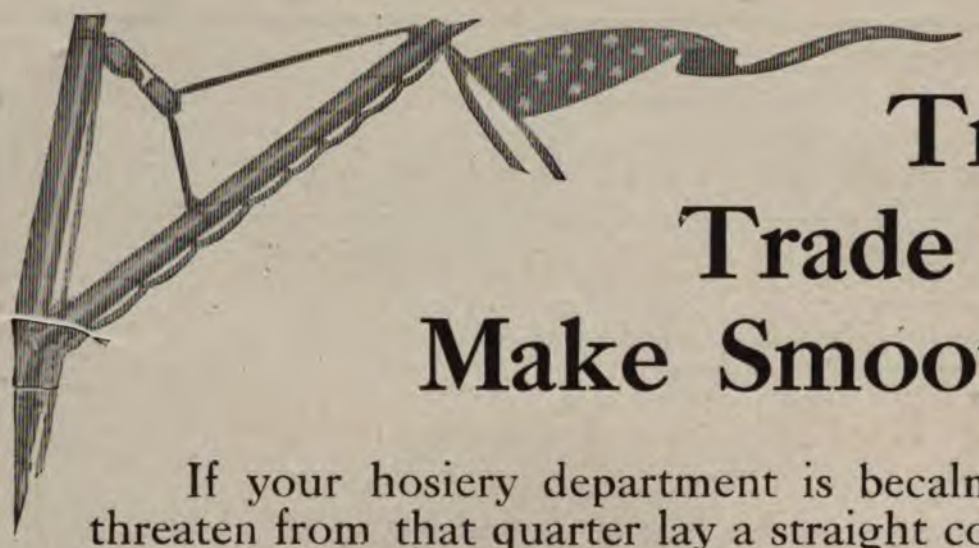
ALWAYS GOOD BUT NEVER SO GOOD AS NOW

"EFF-EFF" FASHIONABLE CLOTHES
The Fechheimer Fishel Co. Makers New York

THE BEST MADE CLOTHES IN AMERICA

The Fechheimer Fishel Co.

746-748-750 BROADWAY
NEW YORK



True Shape Trade Winds Make Smooth Sailing

If your hosiery department is becalmed or if squalls threaten from that quarter lay a straight course for

True Shape HOSIERY

The high quality of every thread in the fabric—the elasticity of weave, the perfection of fit—the long wear feature insured by quadruple twisted threads in heels and toes make steady, increased sales and satisfied customers certain.

If you are not enjoying an increasing trade there is something wrong with your lines. Luff up into the wind. Overhaul our claims for True Shape quality and True Shape sales possibilities. Let us prove our goods and you'll come about on the other tack with us and stand away for a good trade.

May we send you a sample order, and quote you prices?

If these goods and prices do not convince you beyond doubt that True Shape Hosiery is the best "buy" for business that you ever saw, send them back at our expense. Samples cheerfully sent on request.

Manufactured and sold, direct to retail dealers only, by

TRUE SHAPE HOSIERY CO.,
Bristol St., West of Germantown Ave.,
Philadelphia, Pa.

TRUE SHAPE
TRADE MARK
REG. U. S. PATENT OFFICE

This Is the Way We Bring You Customers

A Letter to Young Men

from the makers of

FRAT CLOTHES

Fellow Frats:—

Whether you go to college or not, you doubtless belong to that ever growing fraternity who want the limit in clothes fashion, fit and quality.

Note the illustration. It is engraved from the photograph of a Sophomore in a famous university. Do you look as well as he? You can if you, like he, will wear FRAT CLOTHES.

They are designed especially for the students of the colleges and collegiate schools. To satisfy these critical young fellows FRAT CLOTHES must have just that distinctive smartness and perfect fit which you've been looking for.

Try them on and you'll join the FRAT CLOTHES Frat at once. First-class dealers will initiate you.

Fraternally

H. A. Seinsheimer & Co.

P. S.—Ask for our booklet and GUARANTEE—Good as Gold. Address H. A. Seinsheimer & Co., Cincinnati.

Look for

"The Frat"

in the clothes you buy

Chicago Sales Room, 703 Medinah Bldg.

MAYER-CINCINNATI ALL-WOOL TAILORING

THE tailoring field is big, and each season sees a further expansion. The way it looks to us, there will always be plenty of room for the wholesaler and retailer who *give the values, plus the service*—and who are farsighted enough to tell the public about it. ¶Mayer-Cincinnati dealers will tell you that we are giving them the highest class of values and service they ever knew. ¶And we are telling the public about it through the great magazines that are read by millions of prosperous men all over the country—The Saturday Evening Post, Collier's Weekly, Everybody's, McClure's and others. ¶If you want one of our Fall-Winter lines, don't wait until it is too late.

Clarence Mayer & Co., Cincinnati

"WENER MAKE"

"WENER PRICES"

A BRIGHT, captivating "Wener" model for young men. It carries a world of really clever style and an excess of true quality. The fabrics used in this model are dependable Fancy Cheviots and Cassimeres and Black and Blue Cheviots and Serges. The novelty treatment of the cuffs and the graceful wide lapels add materially to this model's attractiveness. Sizes 30 to 38. Prices $3.50 to $14.00. Send for a sample suit with swatches. We'll prepay express charges.

YOU might look through a dozen lines of children's clothes and still not find a model with as much class to it as is contained in this three button, double-breasted Knickerbocker suit. The seams are all double-sewn and the entire suit is reinforced, where needed to withstand strenuous service. The fabrics are Fancy Cheviots and Worsteds. We'll gladly send you a small assortment of these suits. Or, if you prefer just a sample and swatches, advise us. Ages 6 to 16. $1.50 to $7.50.

We furnish newspaper electros of above with every purchase.

J. WENER & CO., 708 Broadway, New York

Chicago Office, 807 Medinah Bldg.

Boston, 18 Boylston St. W. W. Jeffrey

A. L. Laib J. G. Blesch L. J. Longini Jos. Reichman

St. Louis, 402 Columbia Theatre Bldg. Max Sandperl

NO SUBSTITUTE

FOR

All the good points common to high-grade hosiery, and, **in addition,** wearing qualities equalled by none.

Interwoven TOE AND HEEL

REG·U·S·PAT·OFF·

The only **strictly durable** THIN sock ever produced. No other hosiery has **toes** and **heels** made like Interwoven.

(Beware of fraudulent representations to the contrary.)

No other hosiery **wears** like this. Its reputation is world-wide. More than **a million** Interwoven socks sold **every month.** Backed by 50 years' experience in the manufacture of hosiery. Complete line in **all weights.** Silk lisles and cashmeres, 25c and 50c quality.

Genuine Interwoven hosiery is made by **this Company only.** It is sold by us directly to the retailer **only** and it is never sold through any other channel or under any other name. No other manufacturer can or does make **toes** and **heels** like Interwoven. May we send you samples?

COPYRIGHT
INTERWOVEN
STOCKING CO.

Sole Manufacturers and Distributors

INTERWOVEN STOCKING COMPANY, NEW BRUNSWICK, N.J., U.S.A.

The Best Way to Advertise a Retail Store

The Crying Demand of Today Is for High-Grade Clothing at Popular Prices

In trying to supply this demand, the retailer finds considerable trouble in connecting with the right concerns.

Because, while there are a large number of manufacturers making high-grade advertised lines, and also any number of manufacturers of cheap lines, the line which you should install, and the line which will advertise you, Mr. Retailer, as being the store of the town that carries high-grade goods at popular prices, is one upon which you can have your own label without advertising the manufacturer.

Character Clothes
J. Cohen Sons & Co MAKERS, N.Y.

We maintain that **"Character Clothes"** stand in a class by themselves, and our increasing business, together with the steadily growing demand from the most successful retail clothing merchants, should be sufficient proof to the skeptical that we accomplish all that is indicated in the above paragraphs.

We are always willing to send sample garments and prepay the expressage both ways.

You are therefore taking no chances, and are offered an opportunity of seeing what really high-grade clothing can be had at popular prices; moreover, this indicates how to build up a reputation, and advertise your name and not that of any manufacturer, in becoming known as the best store in town.

Write us today.

Jacob Cohen, Sons & Co.

Our Claim for the superior merit of "Character Clothes" rests upon the fact that they are made in our own modern plant on the premises, under personal supervision.

High-Grade Clothes at Popular Prices

The Factory Behind the Garments

35-37-39 Bond St., New York

ISSUED BY AUTHORITY OF UNITED GARMENT WORKERS OF AMERICA GENERAL EXECUTIVE BOARD 1891 7041144 UNION MADE

The Colors in Moore Cloth

YOU will remember that two years ago—while high colors were the fashion—we guaranteed that our fabrics would not fade.

There was a good reason why we were able to make such a guarantee—we were using dyes that cost more than twice the price many other cloth weavers were paying for their dyes. In all the other details which give Quality Value to a fabric, we use the same care in the production of ***"Moore" All Wool Cloths.***

That is why we guarantee satisfaction to the wearer of the finished garment.

ALL WOOL MOORE

DESIGN PATENT APPLIED FOR—REG. U.S. PAT. OFF.

E. B. Moore & Co

Distributors of Textiles.

NEW YORK—876-878 Broadway at 18th St.
CHICAGO—209 Market St.

17 YEARS

EXPERIENCE MAKING

Boys' Suits

RESULT—WE HAVE THE

Best Retail Values

AT

$3.50 $4.00

$5.00 $6.00 $7.50

PHIL. WALCOFF & CO.

MAKERS OF YOUTHS'
AND BOYS' CLOTHING

632-634 BROADWAY NEW YORK

LeMar Cravats

THE Commander-In-Chief of Autumn Lines is "*LeMar.*" In *general* excellence and wealth of original weaves—in *sightliness* of colorings and *sprightliness* of patterns it is a gathering that *grips* the buyer and *strips* an order from him. Our salesmen are now "on rail." A "LeMAR" Pointed-End Four-in-Hand from the Autumn Lines is pictured here, but the rare *charm* of the pattern and shading is unpicturable.

"LeMAR MONOTONE CRAVATS" come in 22 solid colors and will *go* as fast as we can make them up. There's "*solid satisfaction*" in every one you hand over the counter.

"MARSALINE" in 21 fetching plain colors is fetching orders *from* and sales *to* the best shops. It's for *right-away selling.* $3.75 *instead* of $4.50. Samples? Quick as a wink!

Postcard *us* and *we* will post *you.* Just *one* line brings *the* one Autumn line.

Levy & Marcus
729 and 731 Broadway
New York

J. WAGEMAN'S SONS, CLEVELAND.

AGAIN the selling value of "New Way" Crystal Wardrobes is proven beyond question.

BROWNING, KING & CO. will equip seven more of their stores immediately as a result of the undisputed value of their present use in seven of their other stores—275 wardrobes for one company. They cannot afford to be without them. Can you?

SIMPLICITY—***STRENGTH***—EASY ACTION.

THE same results with few but sturdy parts that might in a measure be accomplished with a complicated mechanism, is what makes "NEW WAY" wardrobes to-day the most durable and insures you from future trouble and deterioration.

THE users' opinion and not a theoretical conclusion.

WHAT it will do proven by what it has done.

THE same length of hang rods on less floor space.

QUALITY and service first (you don't have to put them in every year)—then the right price.

SO little mechanism that you wonder how it is done—that's where the service comes, nothing to get out of order and the parts too strong to wear out or break.

THE leading clothiers will tell you.

Among them:

Model Clothing House, Minneapolis, Minn.
Phelps-Dodge Co., New York City
The Fair, Chicago, Ill.
Woolf-Marden Co., Chicago, Ill.
Kruglin Bros., Phila., Pa.
Jos. Horne Co., Pittsburgh, Pa.
J.C. Peterson Clothing Co., Boone, Iowa
Ransom & Silsbee, San Antonio, Tex.
J. M. Nolan & Son, Corvallis, Ore.
Armstrong & McClenahan, Cedar Rapids, Ia.
Harris & Frank, Los Angeles, Cal.
Henry Giddens Clothing Co., Tampa, Fla.
The Talbot Co., Boston and Fall River, Mass.
The Globe Clothing Co. Wichita, Kans.
Victor Barth Clothing Co., Columbia, Mo.
Schwarzenbach & Sons, Cumberland, Md.
King-Swanson Co., Omaha, Neb.

LOOK for the rigid rack revolving BOTH ways and so simply and sturdily supported, insuring indefinite wear.

Architectural Woodworking Company

Main Office and Factories: 3011-3029 Chestnut Street PHILADELPHIA, PA.
New York Salesroom, - - - - - 738 Broadway
Chicago Salesroom, - - - - - 805 Medinah Building
Canada: Jones Bros. Co. - Toronto, Ottawa, Montreal, Winnipeg, Vancouver

PRIZE WINNING STORIES

COSMOPOLITAN MAGAZINE, through its advertising department, is paying $2 each for little stories such as are printed below. Try your hand. We made the first announcement of this last month and a great many stories have been received. Meantime let us have yours. We print a few here and will print others later—according to merit. Pay $2 for any that we use—address Advertising Manager, COSMOPOLITAN MAGAZINE, Index Dept., 1789 Broadway, New York City.

* * * * * *

"ABOUT a year ago—I needed collars, and being in East Jackson Boulevard, Chicago, where the haberdashers foregather, I went into the nearest store and asked for Arrow brand. The clerk frankly told me that they did not carry them. Out I went and in again at the next door. 'No Cluett-Peabody's,' said the clerk, 'but we have the ——— brand—they don't advertise—they put all the money in the collar.'

"'That explanation might go all right with some, but I am an advertising man myself,' I replied. '"Then I am up against it," said the clerk, smiling. His good nature and complete surrender won me and I thereupon went against these unknown collars to the extent of one box. And here's the sequel—I never had a dozen collars melt and wear out so fast. When next I bought collars they were Arrows, which may not be so good as the kind that are not advertised, but they last longer."—W. A. M.

From the June Cosmopolitan.

ARROW COLLARS

are not only the best 15¢ collars but the best Advertised —

Put in the Line You do not have to Push

CLUETT, PEABODY & CO. *Makers*

Baltimore Buffalo Cincinnati Denver Los Angeles New Orleans Philadelphia San Francisco St. Louis
Boston Chicago Cleveland Kansas City Minneapolis New York Pittsburg Seattle Troy

Sterling
BENCH TAILORED CLOTHES

The Sterling Label Insures—

Styles—absolutely correct
Fit—for every size and shape
Workmanship—shape retaining

Always on the alert, we have adopted every new feature to keep our styles up to the minute and our workmanship abreast of the times.

Since 1852 we have given dealers "a Dollar-for-Dollar value."

MAYER SCHEUER OFFNER & CO.

CINCINNATI

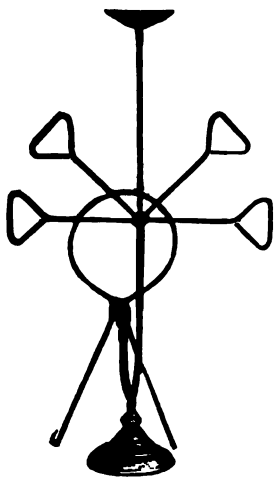
Do You Need Fixtures?

Of course you do! Your old ones are dilapidated, unsatisfactory or out of date That merchandise can be displayed effectively only if the best and most suitable fixtures are used

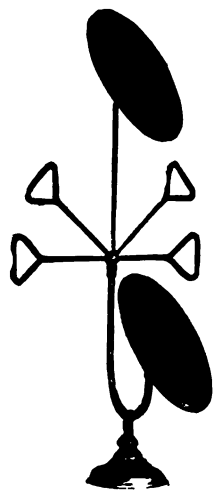
You simply cannot make your show windows most attractive unless you have fixtures that will permit of the goods being daintily arranged. It is not sufficient to attract attention to your window—you must create desire, and you can best accomplish this only with fixtures adaptable to the various methods of subtle display.

Every merchant who has used

Hugh Lyons Fixtures



concedes them to be highly efficient, thoroughly practical, entirely satisfactory.



We have been making fixtures for years—not only making fixtures but studying the need for fixtures. The result of this study and experience is practically perfection. Our advice on the subject of fixtures of all kinds is free. Why not avail yourself of it?

HUGH LYONS & COMPANY

CHICAGO:
236 JACKSON BLVD.

LANSING, MICH.

NEW YORK:
686 BROADWAY

BOOTH NO. 59

Mc Currach & Smith, Inc.
Chicago

Do you realize

the advantages

of

handling the line of an

EXCLUSIVE NECKWEAR MFG.?

We invite the inspection

of our lines of

MEN'S NECKWEAR

at our Booth

NUMBER 59

Wearing Apparel Show

July 30th to August 6th

or

at our salesrooms

238-240 ADAMS STREET

EXCLUSIVE IDEAS

EXCLUSIVE PATTERNS

Mc Currach & Smith Inc.

EXCLUSIVE NECKWEAR

Chicago

AUTO GREAT COATS FOR THE OWNER OF THE CAR

MODELS (IN A WIDE VARIETY OF FABRICS)—OUR OWN INDIVIDUALITY AND FOREIGN MODELS TO MEET EVERY DISCRIMINATING WANT

Chauffeurs' Suits and Chauffeurs' Protector Coats

CORRECT MODELS AND SPECIAL FABRICS

IN ALL WEIGHTS (CRAVENETTED), POPULAR PRICES, AND UPWARD

SPECIAL PREPARATION TO FILL ORDERS FOR

Auto Dusters

ROSEBERRY, GABARDINE, CRAVENETTE RAINCOATS AND RUBBERIZED COATS FOR YOUR AUTOIST AND TOURIST NEEDS

Heidelberg, Wolff & Co.

644 Broadway, New York

"REVOLVIT," THE CABINET THAT IS FULLY 2 YEARS AHEAD

THE ONE YOU WILL EVENTUALLY INSTALL

"Revolvit" controls features which no other cabinet possesses—features that have proven to be correct, not theoretically, but by actual every-day hard usage in more than five hundred busy stores everywhere.

One is a powerful **triple extension**, roller bearing carriage.—Another is that the glass front and garment racks are all in one, revolving with one motion.—Another is that the hang-rod, holding the forty suits, is as long as the cabinet itself.—Another is that the cabinet is only 30 inches wide, permitting same to be placed to suit the conditions of any store.

ARRANGE THEM TO SUIT YOUR BUSINESS

"Revolvit" is the only floor-case cabinet made permitting you to place them either in the center or along the side of your store in front of shelving—same as ordinary floor cases.—But, no matter where—"Revolvits" **show** and **sell** clothing as no other cabinet can and will do.

Show and sell it with **less stock**—because "Revolvits" make the display that is so necessary to impress the prospective buyer with the quality rather than the quantity of your merchandise.

Sell it with **less labor**—because "Revolvits" have no sliding, swinging or disappearing doors nor extension carriers or hang rods to manipulate. A slight pull and the cabinet revolves, putting every suit into immediate selling action.

Sell it with **increased profits**—because in "Revolvits" your stock is not hidden away; it can be seen and at the same time is kept free from dust, dirt and wrinkles. Cut Price, End-of-the-Season or Damaged Stock Sales are unnecessary where "Missing Link" "Revolvits" are used

Kansas City Store of J. H. Green

But here is a more detailed description of these two-years ahead features.

"Revolvit" is a floor-case 30 inches wide, 47 inches high, and 60 inches long, and holds forty suits. The entire glass front, together with one-half of both ends, is removable and telescopes in and out of the cabinet-part proper, which consists of a paneled marble-wainscoted floor, the other halves of the ends, the back and top.

To telescope the front half of the cabinet a triple roller bearing carriage is suspended from beneath the paneled marble wainscoted bottom. Mounted on this carriage is an extra heavy metal column with a cold rolled, oil tempered steel point at top. This point is fastened into a non-friction metal pocket. This pocket is a part of the telescoping front and supports this as well as the hang rod for the suits.

A slight forward pull by the handle near top of telescoping front of case rolls the carriage, together with the telescoping front and the forty suits, completely away from the balance of cabinet. ONLY THE FRONT HALF OF CABINET EXTENDS AND TELESCOPES. The floor, back, sides and top of cabinet remain stationary, and only the glass front suspended from the steel column of the extended carriage, together with the forty suits, works backward and forward. The same movement that telescopes the front outward revolves it, and vice-versa, to close the cabinet.

This exclusive patented feature does away with all disappearing, sliding or swinging doors and the use of special hang-rods or garment racks. The revolving action takes place so quickly that aisles are never obstructed. Only thirty-eight inches of aisle space are necessary to completely revolve the cabinet and to bring every suit to the front.

Design, material and construction is of the highest standard. All exposed wood-work of quarter sawed oak, finished a beautiful shade of dark golden oak, or birch wood mahoganized. The base finest quality marble. The front, sides and back fitted with best select double-strength American glass. The top one piece plate glass with polished edges, extending clear over the case, preventing the woodwork from becoming scratched.

"Revolvit," crated, in shipping order, weighs 400 pounds. To install "Revolvit" no expensive store alterations are necessary. No experienced mechanics are needed.

"Missing Link" Revolvit

Pat. March 29, 1910

"Revolvit" as combination cabinet and counter.

Price now, $60.00, f. o. b. St. Louis

We have a very interesting paper describing "Missing Link" "Revolvits," but this page concisely tells all you want to know. Send us your order NOW and let "Revolvits" themselves prove their merits and our claims.

THE HEIMANN-MILLER MFG. COMPANY

Hugo Heimann, Sales Mgr.

1405 Washington Ave., St. Louis, U. S. A.

"OLIVAUTO" and "FORESTRY CLOTH" are made only by the AMERICAN WOOLEN COMPANY. Both names are protected by copyright and any infringement of these rights will be opposed.

DUST, WIND AND WATER PROOF

Extremely serviceable, in colors harmonizing with nature's own color schemes, it is with absolute fidelity to facts that

"FORESTRY CLOTH"

and

"OLIVAUTO CLOTH"

are called THE IDEAL OUTDOOR FABRICS

They are wool-dye, twill-weave mixtures of the very finest quality. They possess a tremendous amount of serviceability which fits them especially for sportsmen's use, and yet they have an elegance of finish that gives them an enhanced value to those who desire to maintain a faultless appearance under any and all conditions.

RIDING AND DRIVING CLOTHES, MOTORISTS' APPAREL, OUTING SUITS, NORFOLK JACKETS AND RAINCOATS ARE ONLY A FEW OF THE GARMENTS FOR WHICH THESE FABRICS ARE NOW BEING UTILIZED

For suitings we make up OLIVAUTO and FORESTRY CLOTH in hard-finished effects in 13½ and 14 ounce weights. For heavier garments the fabrics are in a rough-finished effect in 16, 18, 20 and 22 ounce weights.

The OLIVAUTO color is light brown. FORESTRY CLOTH is a beautiful shade of olive green.

OLIVAUTO CLOTH A.W.Co. REG. U.S. PAT. OFF.

For sample swatches of OLIVAUTO and FORESTRY CLOTH, write to our New York selling office, Dept. 4.

FORESTRY CLOTH A.W.Co. REG. U.S. PAT. OFF.

AMERICAN WOOLEN COMPANY

WM. M. WOOD, President

SELLING DEPARTMENT
126 Fifth Ave., New York

J. CLIFFORD WOODHULL, Selling Agent
FRANCIS R. MASTERS, Associate Selling Agent

Four forceful, bright-looking overcoat models originated by the makers of "Brandegee, Kincaid & Co. Clothes." The cream of the season's showing. Each model a splendid example of what results can be obtained, when clever American style is combined with smart, English-looking woolens.

The "Duplex," a convertible collar coat for gentlemen, not shown above, but sent for your inspection if you'll write us.

Brandegee, Kincaid & Co.

MAKERS OF MODERN CLOTHES
TAILOR SHOPS AT UTICA, NEW YORK

NEW YORK OFFICE
32 Union Square

CHICAGO OFFICE
238 Franklin St.

You may order staples and blue serges now and they will be delivered to you promptly.

STORE EQUIPMENT

For Clothiers is no longer a problem, with WELCH CLOTHING CABINETS

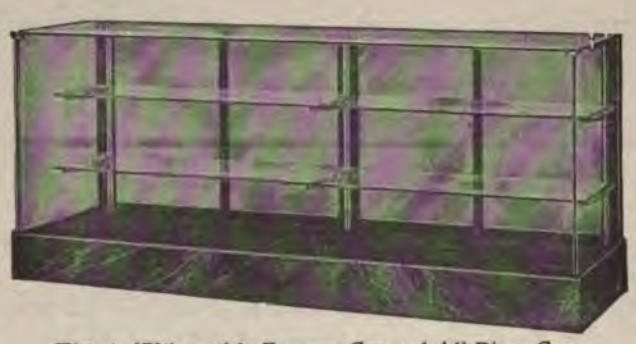
Illustrating a row of sectional Double Deck Cabinets for suits, Single Deck for Overcoats, Mirror Alcove and disappearing hat fixture.

Write for the experience and testimony of hundreds of Welch Cabinet users.

To see will mean to convince you that our Clothing Cabinets excel in Durability, Construction and Finish.

We design and execute complete store outfits, from shelving to show cases.

Send for Clothing Cabinet Catalogue C-1910



This is Wilmarth's Famous Crystal All-Plate Case

Send for Show Case Catalogue S-1910

WELCH MANUFACTURING CO.

GRAND RAPIDS, MICH.

The Better Make of Clothing Cabinets

THE SCRIVEN UNDERWEAR

is

Easy and Comfortable, Perfect Fitting and Durable.

LOOK!

We will relieve you of your underwear trouble and annoyance.

HOW?

By supplying you with the *Scriven Underwear* which is made in a large variety of styles and fabrics, in all waist sizes from 28 to 50 inches and inseams from 28 to 36 inches.

We guarantee it will fit and please your customers

Order a small sample line and be convinced

IT WILL PAY YOU

The SCRIVEN IMPROVED ELASTIC-SEAM DRAWERS.
TRADE MARK REG. U.S. PAT. OFF.

Our Illustrated Catalogue of Prices sent on request.

J. A. SCRIVEN COMPANY

SOLE MANUFACTURERS

16 and 18 East 15th Street **New York City, N. Y.**

ESTABLISHED 1860

Perrin Gloves For Men

ESTABLISHED 1860

GRENOBLE *PARIS*

MONTREAL *LONDON*

Trade Mark Registered

Famous the World Over

Leading Lines of Perrin

BEST PIQUÉ KID
BEST CHEVRETTE SUÈDE
BEST FESTON SUÈDE
CAPE SUÈDE PIQUÉ
PXM ELK TAN
PXM SIRDAR
PXM REDVERE
PIQUÉ GAULOIS GLACÉ
PIQUÉ BREDA GLACÉ
PIQUÉ CAPE GLACÉ
FESTON KID MONOPOLE
FESTON KID REGENCE

Retailing from Dollar-Fifty Upward

V. Perrin et Cie

33 Union Square, New York
Chicago Office: Republic Bldg.

Factories at Grenoble, Millau, La Mure, Creissels, } *FRANCE* *And at Gloversville, NEW YORK*

THE SCRIVEN UNDERWEAR

is

Easy and Comfortable, Perfect Fitting and Durable.

LOOK!

We will relieve you of your underwear trouble and annoyance.

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By supplying you with the *Scriven Underwear* which is made in a large variety of styles and fabrics, in all waist sizes from 28 to 50 inches and inseams from 28 to 36 inches.

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IT WILL PAY YOU

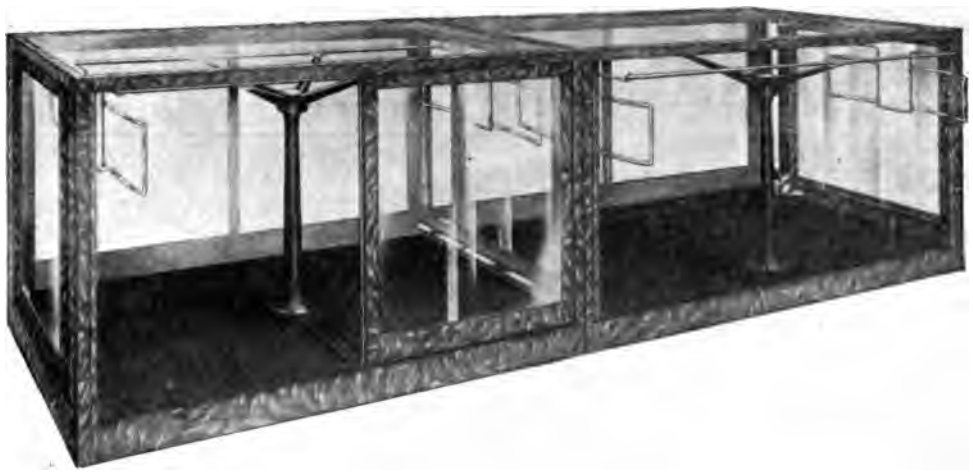
The SCRIVEN IMPROVED ELASTIC-SEAM DRAWERS.

Our Illustrated Catalogue of Prices sent on request.

J. A. SCRIVEN COMPANY

SOLE MANUFACTURERS

16 and 18 East 15th Street **New York City, N. Y.**



Mussed Suits Mean Money Wasted!

Piling men's suits on long tables is a mighty poor way of keeping stock. It is not only difficult to show a particular suit to a customer, but the customer cannot make a careful selection because he usually feels he ought not to trouble the salesman to tear his stacks to pieces. If you have purchased a ready-to-wear suit from a table stock you know that this is so.

Then, too, suits constantly dragged out from under a pile of others and replaced become mussed wrinkled and out of shape. This means that the suits have got to be frequently pressed and overhauled, or that, you have got to cut the price on them—a dead loss to you in either case.

With the money thus wasted you can pay for a

"Twentieth Century" Revolving Center Clothing Cabinet

in a short time, and its use will mean a great saving in floor space, better displays, less damage to clothing, freedom from pressing costs, less labor and less time in selling, and 100% better appearance for the store. Your customers will be impressed with the beauty of this cabinet and the character of your ready-to-wear department.

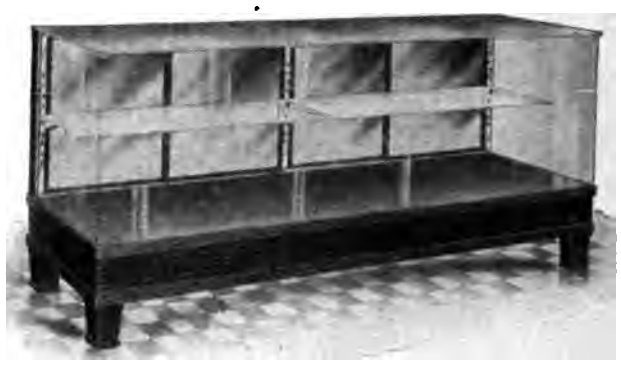
The "Twentieth Century" Revolving Center Cabinet may be used for Men's and Children's suits and Men's overcoats. The top is one piece of fine French plate inlaid flush on felt; two disappearing doors; each cabinet fitted with two garment rods having a maximum capacity of from 100 to 120 complete suits. These rods are mounted on revolving arms which enable the two rows of suits to be turned about as desired, making it perfectly easy to show any suit in the cabinet. Suits may be readily put in or taken out. Mechanism is frictionless and contains no complicated bearings to get out of order. Will last a lifetime.

We also make this case double deck style for Children's and Men's suits, single deck style for overcoats.

Let us figure with you.

Write for Catalog D-3 for clothiers.

If you contemplate remodeling, let us submit you plans.



GRAND RAPIDS SHOW CASE CO., Grand Rapids, Mich.

Branch Factory, Lutke Mfg. Co., Portland, Oregon

When in New York Market visit our exhibit at 724 Broadway.

When in St. Louis Market visit our exhibit at 1329-1331 Washington Ave.

LARGEST MANUFACTURERS OF STORE FIXTURES IN THE WORLD

Stag Trousers

Union Made

These Trousers have been Leaders for Twenty Years

This Label on Every Garment

BECAUSE no one has ever made, or ever seen, a ***finer*** line of Cassimere and Worsted Trousers. They make pleased and permanent customers of trial-buyers.

"Stag Trousers" are Union Made, and finished ***complete,*** from cutting to pressing, in the finest, cleanest and most sanitary factory in America.

WE challenge any tailor or manufacturer to make better fitting trousers. There are no pantaloons made to-day that ***set*** as well and ***hang*** as well as the "Stag Line."

"Stag Trousers" are guaranteed not to rip, or a new pair FREE. The real live-wire line for pushing, wide-awake merchants.

They are advertised, too.

SHOWN in 500 styles from $1.00 to $4.00. Ask for salesman or samples. Express paid.

ALSO show over 50 popular numbers, *Corduroys* in Peg Tops and Regulars, $1.12½ to $3.25. Every garment *guaranteed.* None better in this country.

Bennett, Hollander & Lewis
Pittsburg, Pa.

Chicago Office: Room 204, Sheppard Building, 221 Fifth Ave.

BLUE RIBBON
The F.K.C.
OHIO VALLEY
EXPOSITION
AUG 29TH TO SEP. 24TH
$15-$20 & $25
SUITS & OVERCOATS
ARE THE MAJOR PART OF
MOST CLOTHIERS BUSINESS.
"BLUE RIBBONS" (PRESTO COLLAR COATS
INCLUDED) TO RETAIL AT THOSE
PRICES OFFER YOU MOST
SATISFACTORY SELECTION,
VALUES & PROFITS.
LET OUR SAMPLES
PROVE THIS TO YOU.
FECHHEIMER-KIEFER CO.
CINCINNATI

BIG FOUR SPECIALS

Acme
TRADE-MARK

CORDUROY TROUSERS

(like cut) of Grade 1, narrow wale cord; new peg-top effect; two hip flap pockets; two watch flap pockets; they button. The most advanced of shades, such as hunter green (see cut), college green, beaver, fawn and drab. Fall Worsteds, Cassimeres and Kerseys ready. Fancy Outings, White Ducks, Men's and Boys' Khaki. Prompt shipment on duplicates.

SHIRTS

See cut for make. Staple Flannels and Cottons. Soft Negligee, with and without collars. $4.50 to $27.00 per dozen. Write us today for details.

SHEEP COATS

Up-to-the-minute styles. Honest make, honest fabrics, true to measure. Big and roomy. We are making **the** coats of the country. They make money and give satisfaction for every dealer and jobber. Dig into our proposition.

PLAY SUITS

Every number a leader. **"ACME" PLAY SUITS** the best made. Every child wears them. Novelties that sell themselves. If you possibly do not know the make, write us today. Let's get acquainted.

Every specialty we make is a leader in its line. The kind that sells to the trade that comes back for more. Get aboard the right train. Let us hear from you today sure.

Khaki lines for Spring 1911 "READY."

J. B. PEARSON CO., MFGRS., BOSTON

65 BEDFORD STREET, P. O. BOX 1491

Just What We Say

THERE'S always the temptation to talk big—it is so easy to make a *noise!*

But—here's the way we sell our lines: By putting into our garments so much value for price, that they do their own *talking.*

If you consider merit, if you recognize money's worth, if you believe your own eyes and trust to your own judgment, then examine

Our Smart Clothes for Men and Young Men and our London Raincoats With Presto Collars

We believe that a half hour with these clothes will convince any buyer that here are the lines he *ought* to sell.

The wise trade has discovered this fact years ago. Let us show you the line of *reasons.*

Salesman is Ready

Price Range, $12.00 to $25 00 at Retail

L. Black Co.

ROCHESTER, - - NEW YORK

Trade E. & W. Mark.

AND

RED-MAN

BRAND

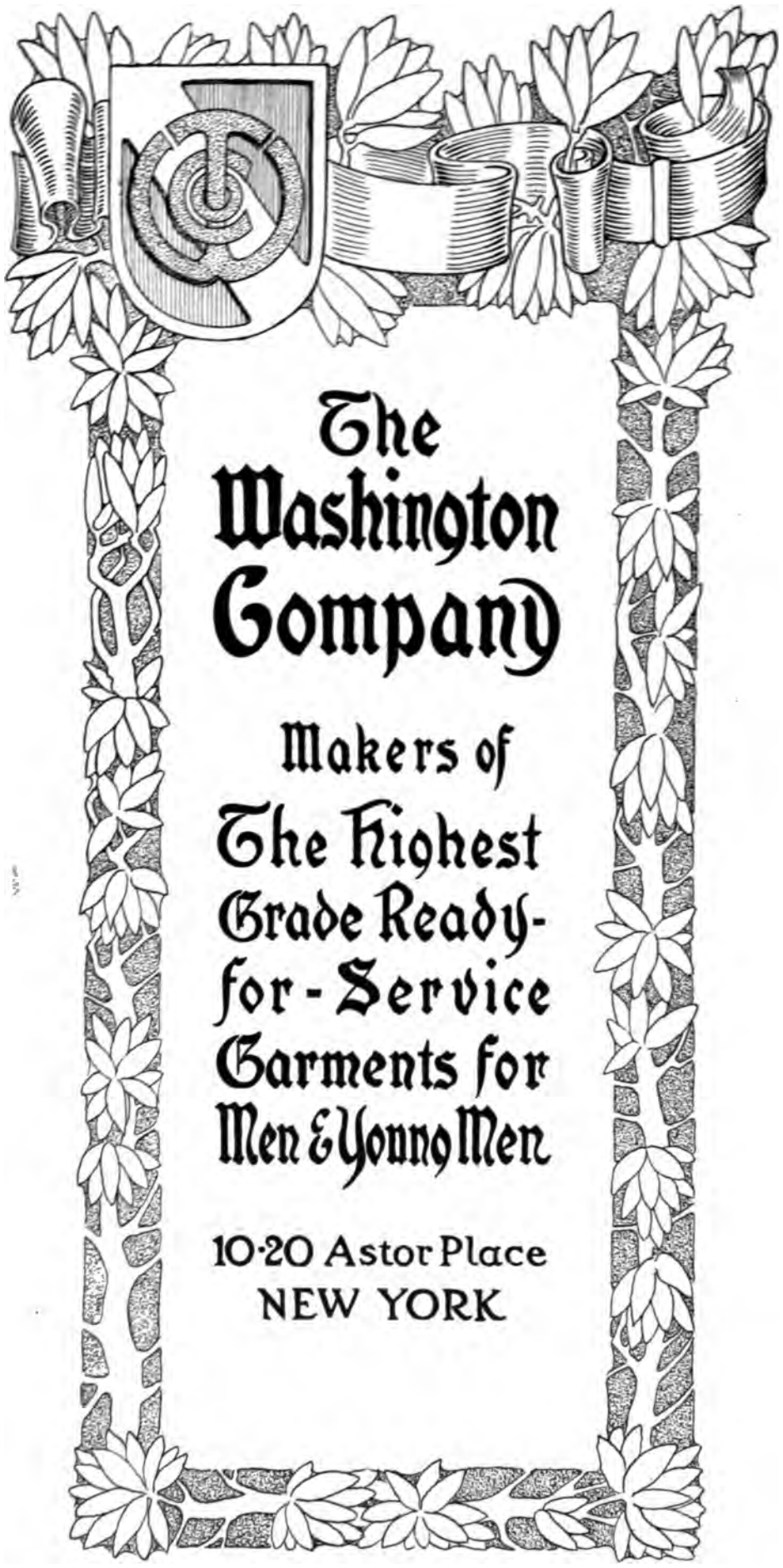
COLLARS

This same shape is BRIARWOOD in the RED-MAN brand.

Earl & Wilson

Makers

NEW YORK TROY CHICAGO BOSTON


The
Washington
Company
Makers of
The Highest
Grade Ready-
for-Service
Garments for
Men & Young Men
10-20 Astor Place
NEW YORK

NIPSON SYSTEM CLOTHES

JUST FOR YOUNG MEN

To Retail from $15 to $25

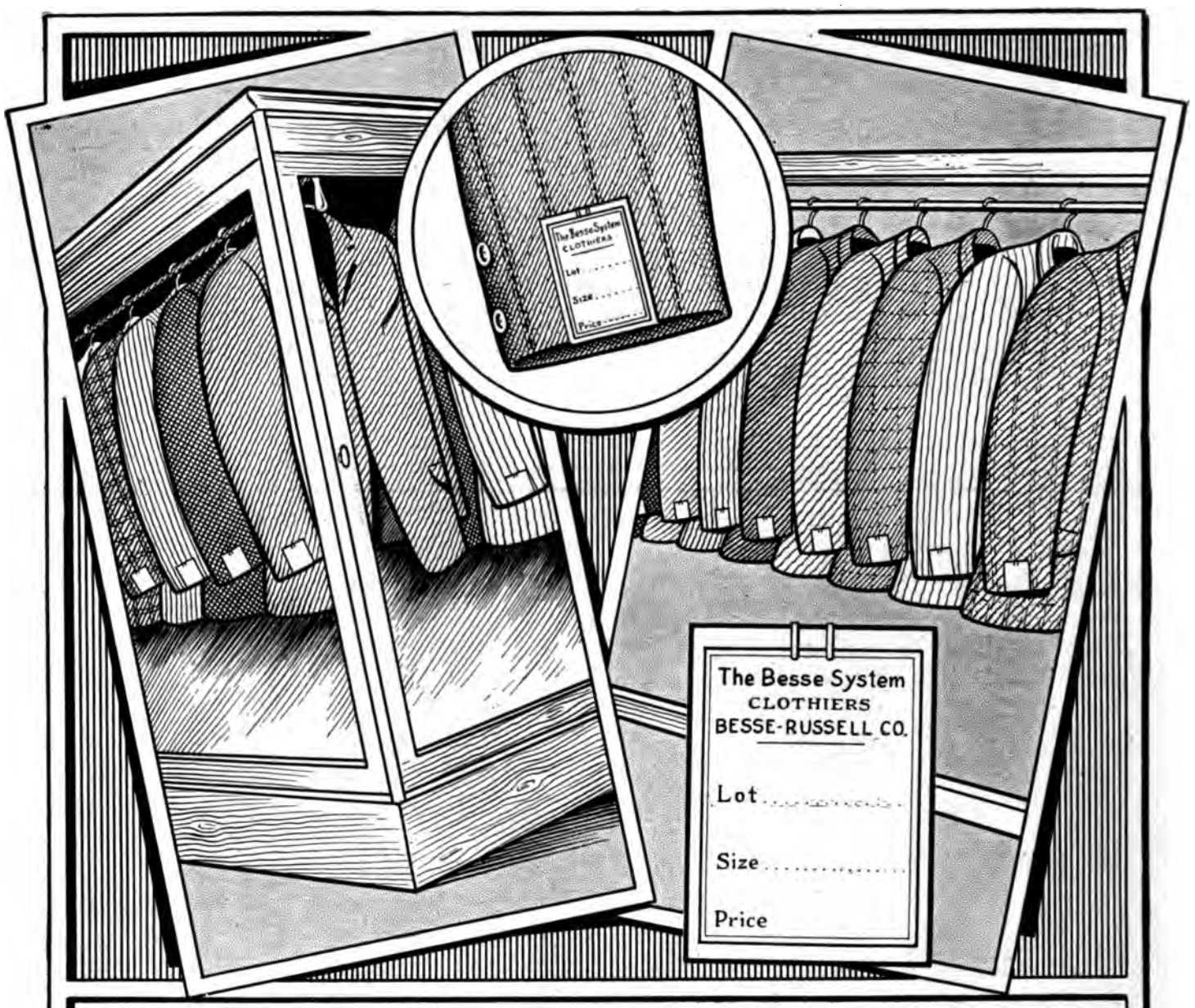
NIPSON SYSTEM clothes are made particularly for *young men* and for *particular* young men. Not for fathers, not for youngsters, but for *young men exclusively* and for particular young men *especially*.

The *young* men of your town represent the most desirable trade of your town. Please a young man with a suit of clothes and he becomes an instant and tireless *missionary* for you, bringing other young men to your store. You can please them with NIPSON SYSTEM styles, because these are the styles the young men are after.

> The dealer who does not *look into* the merits of NIPSON SYSTEM clothes is not on the *lookout* for his own best interests. One dealer writes: "NIPSON SYSTEM clothes, price considered, are the best we have in the store, both from the standpoint of style and workmanship. They suit our young men's trade."

Sample garments sent on request. Send a request today and be ready for the business of tomorrow.

NIPSON SYSTEM
628 Broadway - - - - *NEW YORK*



WHETHER you hang your clothing on racks or in cabinets THE KIMBALL COAT TICKET is the only satisfactory marking device,

BECAUSE--

It is quickly and easily attached without thread or gum.
It will stay on until purposely removed.
It is always in plain view.

It is absolutely safe, making damage from tearing or scratching impossible.

SAMPLES FREE FOR THE ASKING

A. KIMBALL CO.

307-309 WEST BROADWAY, - NEW YORK CITY

¶ The merchant who would offer his trade garments which more than justify the cost—

¶ That merchant will find in Hackett-Carhart Garments for Men, Young Men and Boys the means to serve his ambition.

Hackett Carhart & Co

841 BROADWAY, NEW YORK

DAY AND NIGHT
PennMesse
DAY SHIRTS
I. ROSENFELD & CO.
NIGHT ROBES
PAJAMAS

Copyright, 1910, by Fairchild Company

Vol. 29

MEN'S WEAR

No. 5

Subscription $2 per year.
Foreign Subscription, $5.
Canada Subscription, $5.
Single Copies, 15 cents.

Lees Building, Chicago 42 E. 21st St., New York

Published on the first and third Wednesday after the first Saturday of each month.

JULY 6, 1910

Entered as second-class matter at the post office at Chicago, Illinois, under act of March 3, 1879

THE SITUATION.

JUNE ended an extraordinary half year in the trade history of the United States. Every kind of news and weather has been on tap. Radical press comments of an ill-advised nature have been freely offered. As a net result of the peculiar conditions our trade still continues at a satisfactory pace. There is no rush to place big orders, but, on the other hand, there is more confidence that trade will keep "moving." The big features of the six months past are the lack of average rainfall in the main crop-raising sections and the governmental happenings at Washington. The leading governmental question—affecting increase of freight rates—will be settled in this last half of 1910. A favorable result is practically certain. Reduction of costs and increase of wages were also two great early 1910 features. The problems of other years have been handled with skill. Criticism can be directed at recent political history, but high credit will finally be accorded the government for its successful handling of 1910 problems. Current financial reviews are of a congratulatory character as regards the net results of the half-year, largest amount of applause being directed at reduction of costs.

The security market has attracted world attention. Recent fluctuations have been in line with crop damage news, but the trend for the half-year has followed the suggestions of "banking conservatism"—"trade recession" and possibility of decreased earning power owing to increased expenditures. And yet, dividend rates have been excellently maintained. The great feature of the latter half of the year will be the granting of extra freight remuneration to railroads. Such a course will boom fall business. The tariff question and regulation of corporations will probably come to the front once more during the next few months. Political history will take the form of reviving old problems. Reviews by industrial leaders have taken a more cheerful tone.

The cotton crop appears to have held its own during June. The experts, after carefully overlooking the situation, are unable to size up the crop outlook in detail. It is too early in the season for a positive approximation. Possibilities of a 13,000,000-bale crop that will supply the world's spindles are excellent. The crop started out with a condition of 82. July, August and September are the vital cotton growing months. The 1910 crop is making a marvelous showing when the moisture deficiency of the present year is considered.

Since March 1 rainfall in the principal crop sections has ranged 20 to 35 per cent below normal. In sections of the Northwest, the downpours have failed to equal 30 per cent of normal. The hot suns of June in conjunction have led to very heavy crop losses in the spring wheat territory. Want of moisture has particularly affected the hay crop. Complaints are general over a wide territory, and we may fail to raise in excess of 55,000,000 tons, whereas we can use 65,000,000. In 1909 we raised 65,000,000 tons and our 1908 crop totaled 70,000,000 tons.

As a result of light rainfall and hot suns the total wheat promise is now set at around 650,000,000. Last July the total crop promise approximated about 690,000,000 bushels. Recent rains have helped corn, but the entire country requires generous downpours. The first corn report of the season will be presented in July. Condition of corn should be around 85 on an acreage of 112,000,000. The initial report will undoubtedly suggest around 3,000,000,000 bushels. The rains that rescued corn were extremely timely for oats. Outlook is still for a round crop of one billion. About 25 per cent of the corn crop is two to three weeks behind as a result of "late planting."

The possibility of poor crops in sections is causing some curtailment of railroad improvement. The steel industry during the first half of 1910 is described as a disappointment. Results, however, must be fully up to expectations. Orders have equaled the average run of trade.

The world situation is one of caution. All nations are clinging to their absolute cash means. Conservatism will rule during the remainder of the crop-raising season. General business will give satisfaction. We are simply in the midst of a hesitant period, the real governing factors of which cannot be entirely ascertained.

CLOTHING SALES.

In the Following Article a Special Sales Expert of Wide Experience Outlines His Method of Conducting Stock Reducing Sales.

Fairchild Co.:

Gentlemen:—In response to your favor of recent date asking me to give you as thorough an outline as possible of some of my most successful sales held for "good" firms, I herewith submit the outlines of advertisements used. The firms are of very high credit standing, the leading dealers in their cities, and particularly zealous to maintain integrity at home. I also give an outline of how the stocks are prepared, marked, and what other details are followed to make these sales a success. In addition, allow me to make the following statement regarding sales, their influence, benefit and injury to the individual dealer.

I have followed this business for about ten years; I am a practical retail clothing merchant. When starting, ten years ago, I found that clothiers who were very badly overstocked were losing their trade in consequence, and in most cases were crowded hard to meet their obligations. These would employ sales by professionals. At that time there were used two or three very extravagant advertisements, placing the clothing store in an unexpected light before the public, promising the buyers everything, and in addition containing large black type in great quantity. They also were using an enormous fence covered with extravagant "circus" literature, with which they covered the entire store and building of the dealer. While the novelty of this wonderful style lasted, it had the circus effect, and, together with some catch-penny advertisements and liberal reductions in prices, considerable money was taken in. Methods were simply aimed to create sales; fit, quality or honest representation were entirely disregarded. It is needless to say that the dealers employing these methods, if they had any life left in them after the expiration of the sale, would not want to repeat the experiment. Within a very few days after first starting in this profession I recognized that in order to establish a trade—the field being very large—better methods must be used. I at once decided that advertising, studied in relation to the requirements of the store and its particular vicinity, could be shaped to be effective.

My sales are now employed over large areas of this country. Many dealers who so employ me contract with me for advertising for the year round, which I quote merely to show that the character of the advertising is acceptable.

My methods for a sale are first to find out the real condition of the stock, its strongest and weakest points. I find that most merchants are perfectly familiar with the cause for which they want to hold a sale; nevertheless, they are constantly at sea as to what to call a sale. It's a common thing for men to tell me: "If I had a change of partnership, removal, alteration or some other real cause to talk about, I should very much like to put on a sale." When contracting with me I am but very seldom able to get permission to do the advertising as I would like. A "hocus-pocus" reason is most always preferred, and forced on me. I believe that a retailer, finding that his stock is larger than need be for his requirements, could meet with full success by telling the public so. The mere name given a sale does not make a material difference; the main fact and factor for a stimulation to business is the "whim" put into the effort—the inducements offered and the system employed for handily displaying merchandise attractively.

The most effective way to illustrate what to do is probably by criticising the common errors committed by retailers in this work. Ninety-nine out of 100 will gladly and cheerfully mark their entire stock to cost. Besides being absolutely bad business, it does not help the cause. Others will advertise a given percentage reduction—often as large as one-half. This latter method is followed by a few successfully, because their stock is so very small that in carrying out the words of their advertisement they are getting a profit from the very effective advertising. This method is seldom successful and will nearly always work in an injurious manner to the dealer. whose advertising alone is half-price, and the choice goods are put away.

Another great error of retailers in putting on sales is the borrowing of "thunder."

In my sales I induce dealers to tell the public the facts as near as possible, and advertise to reduce lines which I enumerate. I do not consider it necessary for a large sale in order to be successful to reduce its entire stock. I particularly think it necessary to sell broken lines, odds and ends, and carried-over stock. I always urge that such stock shall be immediately selected, assorted in lots—where there is more than one of a kind—and a value decided upon, this to be marked in plain price figures; the balance of the stock, all new, desirable merchandise not more than six months in stock, good salable patterns and sizes, may remain marked with the regular prices of the store.

The sale would be increased if on this new merchandise some reduction were allowed even on the best stock; but a very trivial discount, particularly one which leaves an odd figure, will prove very effective. After the stock is marked—including every piece of goods in the store, not only clothing, but also furnishings and hats—then it should be arranged in such a manner as to allow the handiest display. All unnecessary counters and cases should be removed; the furnishings at their reduced prices should be assorted and stacked in shelves or bins. The hats should be displayed, each bearing a card with price and size.

To arrange the clothing, where a store has some cabinets or racks and employs tables to some extent, I use tables for the cheaper grades, as well as for all the particular lines most desired to be sold. All clothing on tables should be shown with trousers and vest folded inside of the coat. All should be assorted in sizes. Those remaining in the racks and cabinets should be arranged in the same way. It is best to have the price at which the garment is to sell in the sale, marked in plain figures, suspended from the coat-hanger of each coat. This enables the large mass of people who

follow sales and who seldom buy elsewhere, to "rubber" and inspect at will.

Many old clothing men will consider this wrong; it looks reasonable that if the customer can be shown a garment, a better chance will exist to sell him. In actual practice I have convinced myself that a stock carefully arranged and properly marked sells more goods by allowing the shopper the liberty referred to.

The sale in a clothing store is not necessarily any different transaction than one in a dry goods store. Clothing merchants are supposed to go to market and buy the most their money can command. They are supposed to be satisfied that they have bought good values for their trade. If such is the case, why is a sale out of order that reduces prices only on specific lines for real cause? Why cannot the clothing merchant enthuse over his goods as he did when he bought them —tell the public what he really thinks of them and what he will sell them for? I mean by the foregoing that the sacrifice idea is often carried too far, while in many other cases it is entirely disregarded. Merchants who advertise reductions or values which they are not intending to give, are simply driving their trade away. I get in touch with a great many very good clothing stores that have gradually become overstocked because of the high grade of merchandise that they carry.

We put on a sale and use this method for specializing and removing the bad sellers: After a real valuation has been placed on them, we describe each lot as accurately as possible, actually tell of the patterns, qualities, style and finish. In every one of these sales it is a common experience to have customers bring in the advertisements and point out the particular item that they want to see, which in many cases has described just such a suit as they want.

In contrast to this, dealers will pick up some large advertisement, which mainly looks good to them on account of the size of the type, and just above their name they will quote each priced line in their stock, and on the same line the amount that line will "go" at the sale. I illustrate here below: The dealer's price advertising is this way:

$20 Suits.....At $17

My way:

High-class worsted suits, made by ....., very beautifully finished, in blue serge and in very dark worsted effects of stripes and checks. This line was carried over from last season, for which reason we have put all the patterns into one lot in order to make one reduced price on all, which will be.....$17

In addition to a clean, bright and effective statement forming the reason for a sale, some real attractive inducement will materially add to the numbers who will read the advertisement, and will instinctively influence a great many readers to believe that everything in that store must be going at a sacrifice or at less than usual if such-and-such is being sold that much reduced.

To describe clothing accurately, to give its correct value and then mention a real sacrifice reduction, is alone seldom effective. The reason is, few men are competent to judge and to select the truthful advertisement from the one issued without regard to the truth. The latter class of statements have familiarized the public to a certain scale of reductions in clothing which leaves nothing to arouse the enthusiasm of the bargain-hunter. All classes of dealers have that one same failing—they don't mind how much they cut down the prices on their clothing, but on the furnishings—which they have to buy on short time—they insist on selling at profit. In my sales I induce dealers to make a good big cut on well-known, good style and reliable furnishings, and to sell as much as possible of their clothing stock as near as possible to their regular prices—old stock and accumulations always excepted. If a man sees a shirt advertised at 76 cents which he knows that store carries the year round for $1, it gives him assurance that they are making real reductions. If that same shirt were advertised for 56 cents it would stir and excite the men and women of the town, so that when they got to the sale everything in that store would seem a pity for them to pass; and, in fact, in every sale of that sort it's a common occurrence, repeated many times each day, for men and women to rush out and borrow money to buy $18.98 suits worth $20. Give them a good strong leader and you can depend upon that leader's drawing power.

Now the next feature for the success of a sale is to interest the eye, to enthuse and give confidence to people on entering the store. "Signs" must be all over the inside of the store, neatly and cleanly arranged, but lots of them and in colors preferred—signs that talk about the goods on hand, the prices and the methods of the sale; anything of your stock or business that might interest the public, say on cards to be displayed in all parts and in all kinds of positions throughout your store. Of course, price cards at special counters and on special lots are absolutely required. On the outside, in my sales, a modest sign is used, merely giving the name of the sale. Unlike other advertisers, I never catalogue nor make promises on the outside.

Show windows for the sale—at least for the first day or two of a big sale—should display the advertising for the sale, but otherwise might be left entirely empty.

To meet with success in a sale, good salesmen are a very important factor—and there must be plenty of them. A well-advertised sale will always draw its largest crowd upon its first day. It will draw a great many people who are in doubt, and who come in to buy provided the advertisements are found to be correct. Many others also come in to investigate, with a view of buying within a few days. To handle all these people to advantage, ample help is required. Inasmuch as a retail business requires economy in every move, it will be found a great advantage in a clearance sale, at least for its first days, to employ women to sell the furnishings, hats and caps and children's clothing. Men should be in charge of the departments to keep the stock in shape, relying on the women to sell the goods.

Early in this letter I stated that the furnishings should be opened in the shelves—shirts, underwear, sweaters, etc.—and that each article must be marked in plain figures. Shirts and underwear should be assorted in sizes. In this way people can step right up to the shelves from which the counters and showcases have been removed, and instead of asking to see a shirt, size 14½, they find a whole bin marked "14½," and the price. The saleslady at the bin prevents the goods being abused, and as she has no counter in front of her, she is simply obliged to do the trick that we have preached so many years to old and valuable salesmen, viz.: To put back each piece of goods in which the customer is not interested before showing another item. Her only other choice, under the arrangements of my sales, is to throw the goods on the floor.

A successful sale must be systematically conducted. The small clothing store doing a business of $20,000 a year is planning for ten days to do a business at the rate of $60,000 per annum; in consequence, in its limited floor space, it must have system to govern so much larger a business. At a sale of this kind the bundle counter and the cashier should always be together. The most responsible person in the store is the person in charge of the bundle counter, who should check up every item before it is done up in paper, and make sure that the price received corresponds with the price marked by the firm at which the article is to be sold. A cashier should be employed to do nothing but examine the sales-slips and make change.

A good, clever and active floor-walker is a very valuable adjunct to a sale of this kind. The floor-walker prevents

clerks losing time and visiting; his duty should be to call on help in any part of the store and direct them to any other part of the store at such times as seem to the best interest of the house. It is his duty pleasantly to induce the help to put up their stock and keep it looking well. It is his duty to see that every customer is promptly and properly waited upon. He also should have tact to adjust pleasantly and profitably to the firm any arguments or unpleasantness that may arise owing to some misunderstanding.

My sales always open on Wednesday or on Thursday. When I first started in this business almost all the other professionals opened their sales on Saturday—and most of the clothing merchants do so now, simply because they feel that it is a natural business day and that they will be sure to get some results from the advertisements. In fact, in many parts of the country even now ideas exist that a large number of people cannot be brought out to buy clothing on any other day except Saturday.

is so if they have fired all their ammunition at the start. The man that knows how "keeps something up his sleeve," springs a new bargain every now and then, and thus revives the interest and keeps it going. I have run one sale for nine months in the same store in a town of 15,000 inhabitants. In that time I completely sold a stock of $40,000 worth of goods, and sold it at a profit. In that same time I bought wherever I could find merchandise that would answer my purpose, as cheap as money could buy it, and have very often sold it for less than the cost as "leaders" or for the purpose of filling necessary "breaks" in the stock. A sale can always be continued just as long as something new can be announced, and, if the truth can be announced, it will naturally have more value.

A sale of mine which I conduct under the name of "Carnival Sale," has met with the very greatest success. It places the business in a light to show the public that the store is doing a good business and that all is going on well with it;

Headlines For Sales

Fair Warning

Important Sale

Purchase Sale

Overstock Sale

Jno. Doe Co. Sale

Red Figure Sale

Annual Sale

Wage Earners' Sale

"Dummy" for Hand Bill for A SALE

Notice! Notice!

Wednesday —— —— 10 A. M. and for 10 days.
We SHALL sell our entire stock of

$30,000.00 Worth of CLOTHING

AS HERE ADVERTISED

We are obliged to unload and turn all this dependable, high-class clothing into cash

AND POCKET THE LOSS

in order to be ready for the new season with fall lines of fashionable merchandise

This Store Will Be Closed

Monday —— and Tuesday ——, to enable us to mark down each piece in stock, etc., etc.

Prices and Descriptions of Merchandise.	ALL GOODS marked in Plain FIGURES.	*Prices and Descriptions.*

All Representations Guaranteed.

Prices and Descriptions of Merchandise.	Money back if not satisfied.	*Prices and Descriptions.*

Important and Valuable Savings.

Prices and Descriptions of Merchandise.	YOU ARE INVITED to examine here all you please, independent of salespeople.	*Prices and Descriptions.*

SALE OPENS Wednesday —— —— 10 A. M.

JNO. DOE & CO.

—— —— Sts., Doeville, N. H.

Headlines For Sales

Watch and Wait

Stop! Look! Listen!

Carnival Sale

Poor Men's Sale

A Hob Nob Sale

Jubilee Sale

Fall Festival Sale

Spring Opening Sale

Odd and End Sale

I also stated above that in all the years of my experience in this business I have always found the biggest days of my sales to be the opening day and the two following Saturdays. In consequence, all the business that I do previous to the first Saturday is a gain on the man who opens on Saturday.

The first Sunday after opening a sale, excepting possibly "fire sales," has the effect on the buying public of making the Monday's receipts amount to 50 per cent of those of Saturday. In order to stimulate the sale for the next week, many employ newspapers and show windows. The latter are very effective if properly used. A newspaper is absolutely needed for the ten days of the sale, and longer if the sale is continued.

Nearly all clothiers will make the statement that sales don't amount to anything after the first day or two, and that that its reasons for sale are simply to increase the business, and through clever, honorable means to strengthen the goodwill existing between the firm and old customers.

A "Carnival Sale" should announce its reductions as well as its varieties, reduced or otherwise, and, in addition to the advertising, it should depend considerably on decorations both inside and outside. It should decorate with flags on the inside, and the larger number of signs and the more varied number of colors the better.

A "Carnival Sale" might also offer prizes or presents under certain conditions within the law. Under the headlines my bills give a detailed description of the stock, but instead of giving a solid mass of matter or merely a skeleton outline of the matter, as above stated, I describe the merchandise in detail. I find it very effective to divide every few inches of

the bill with some distinct display line, not so much for "firing off" hot air as to break the too-solid price lists. Such special displays as are illustrated in the reproduced handbill should be aimed to carry expressions which will gain the confidence of the public and which will assure the public of the good-will of the firm. Other display lines might tell of detailed methods that are to be employed by the sale.

In most of my sales I use handbills to distribute in city and country. The handbills are effective in the country, and I have been in the habit of using colored papers for them. For a "carnival" bill I would also recommend the using of two-color ink and some electrotypes.

For all of my sales I require the store to be closed at least two days, which time is absolutely required to put the stock into a condition which I consider essential for a successful sale.

The sale under the name of "Poor Man's Sale" is to emphasize the fact that the concern is dealing in the highest class of goods and that it will close out the leavings of the season at such prices as to enable men in ordinary circumstances to buy clothes worn by rich men. The description of the merchandise in the price lists must be aimed to show attractive, desirable styles and patterns and must detail good finish and workmanship, and then quote the reduction of the sale.

The "Red Figure Sale" is a more commonly used advertisement, and one which if not used by prominent competitors has many virtues. First, it requires but very little explanation, and, second, it may be conducted for the time that the store wants to run it. Third, such a sale may be run semi-annually, to be looked upon by the public as a fixed feature of the method of the store.

The "Annual Sale" is very similar to the "Red Figure Sale," and enables many moves for reductions of merchandise without requiring much explanation.

A "Purchase Sale" may be employed any time during the season when the dealer is fortunate enough to have struck an exceptional purchase, or when he says he has. In such a case it is a pretty good idea to advertise the name of the concern from which the goods were bought. Very frequently merchants will, in consideration of certain conditions of the times or of the season, include all the lines of their stock in a great bargain feast which they arrange for the benefit of their customers.

The handbill dummy reproduced here is one of those most commonly employed by me. I use that when a real good cause for a sale neither exists nor can be given, often because the dealer employing me has used every imaginable excuse for inviting special business. The headlines are simply to attract attention, and the announcement of the sale follows, containing as much information as one cares to give.

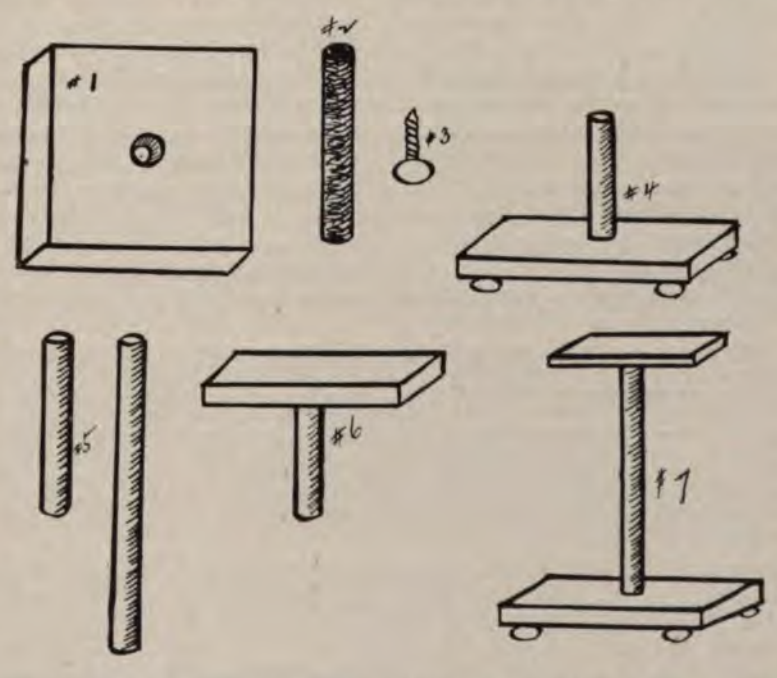
B. RICH, Rochester, N. Y.

HOME-MADE WINDOW FIXTURES.

THE tendency to do away with forms in clothing windows is becoming more apparent from day to day. Clothing should be displayed as draped with grace on the large varieties of fixtures in the market to-day. Do not stuff your coats and make rosettes out of trousers. Wearing apparel twisted out of its natural appearance has a tendency to impress the looker-on that the window dresser worked very hard to misrepresent the merchandise. Study the art of putting into your trims that innocent grace of display which simply makes it appear that you are showing the clothing as it is. In women's apparel it is necessary to bring out the exact and decided geometrical divisions; in men's wear the contrary is advisable.

The question of window fixtures has at all times been a problem with the average window trimmer.

For the benefit of the readers of the retailers' newspaper the enclosed illustrations of home-made fixtures are herewith presented. These may be adopted at a very small cost. No. 1 represents a square block of wood which almost any window trimmer with the use of a hand-saw can cut out of lumber, which almost any store has lying around idle. Dimensions may, of course, be adapted to suit the individual ideas of trimmers, but a very good size is about 6x6 square by about one inch in thickness. Old broomsticks may easily be collected and used by cutting short pieces, say 5 or 6 inches in length, as represented by No. 2. A bit and brace will easily drill the necessary size hole for the broomstick piece to fit in; then glue. Small-size metal balls, as represented by No. 3, can be bought in any hardware store at the rate of about 2 cents each, or less when bought in quantities. No. 4 represents the base as it is complete. Mailing tubes, about as many sizes as you wish, as represented in No. 5, may be purchased at the rate of $8 to $10 per thousand in almost any quantity one may desire. As a top piece simply use the base reversed, without the little balls, as represented by No. 6. If desirable, the top piece may be made of somewhat thinner wood—say about ½ inch. Now comes the problem of covering them. which may be done with most any color paper. The most effective of all is a paper known as Japanese wood veneer paper, which sells for $20 for 500 sheets, 20x30 in size, in any quantity from 10 sheets upward. There is also a paper in the market which imitates onyx perfectly. The sale price is from $8.50 to $22 for 500 sheets, sizes of sheets varying from 25x38 to 27½x40. This latter kind may also be procured in any small quantity desired. The stand complete, as represented in No. 7, should not—if carried out as suggested—cost more than from 12 to 15 cents, each executed on the smallest quantity needed.



INQUIRIES Relating to Materials, Criticisms of Practice-Work or Designs, Methods of Making Signs, Price Tickets and Cards, should be accompanied by a stamped envelope addressed to PALETTE, care of this Magazine.

DOUBLE-STROKE SCRIPT—LOWER CASE.

RULE two lines 1½ inches apart and ⅜ inch toward the center from the top and bottom line rule two more lines. This will leave a space of 1¼ inches for the center body of the stem letters, and gauge the height of those having no stems. Use a small sable No. 5 pointed rigger. Make all of your strokes with rapid swinging motions. You should do your practice work preferably with black paint on manila or white paper or card. Until you are thoroughly familiar with the forms of these letters you may mark them lightly in lead pencil, being sure from the very beginning to try to make all of the strokes rapidly in the order indicated by the numbers and in the direction of the arrows.

You should know that many of the best script writers on show-card work can scarcely write legibly with an ordinary pen. Therefore do not be discouraged if you are a poor scribe but be persistent and practice much, then you will be able to write script as well as that shown in our copy. Better to emphasize the construction, we have shown the original double strokes, and below the filled-in letters, the dark background intensifying the beauty of the edgelines.

We would caution beginners never to use script on any show-card until they can write a well-formed letter. Imperfect script is an eyesore that is unpardonable, because you need not use it unless you know how to write it.

Beginning at point A, in the letter a, make stroke 1, downward to the left of point B. Then make stroke 2 downward from A to the right to point B. Then stroke 3 from A to B. Now stroke 4 slanting downward and then on a quick upward curve to the right; then stroke 5, to the right; and finally stroke 6, which must begin somewhat to the left of the right end of stroke 5, so that the two last double lines are the same distance apart as widest space of strokes 1 and 3 in the curved part of the letter, in order that when the spaces are afterward filled in, all of your strokes will be of even thickness in their widest parts.

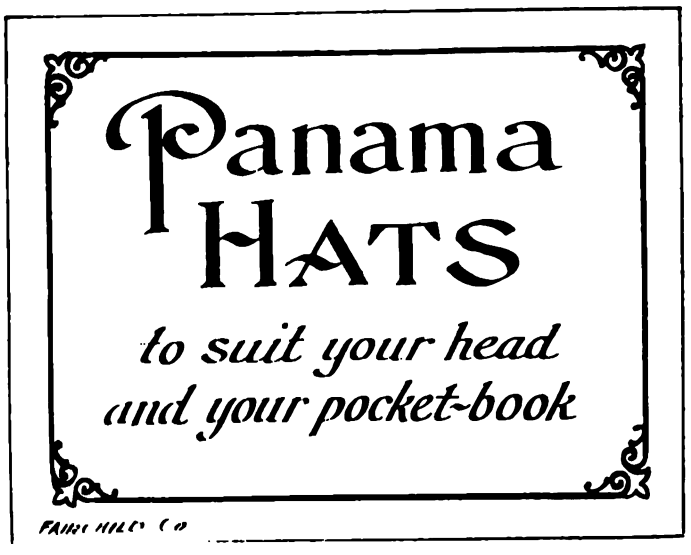
In the letter b notice particularly the short stroke 2, which I have purposely not noted by a number in any of the other letters, but it should always be made first, before you make the downward stem stroke.

Stroke 5 in letters h, m and n should only run to point A; then make stroke 6, which is to be followed by stroke 7, beginning at point A and going downward. In this manner you get the proper distance between the stem strokes and the same thickness.

The letter m is faulty, because the middle stem should be about where the stroke number 6 is marked, which would bring the middle stem where our artist should have placed it, making the space between the middle stem and the last curved stroke equal to the space between the first and middle strokes.

The construction of all the other letters should readily be understood. All you require is plenty of courage, bold, rapid movements of your brush and a great deal of practice.

Your color should be easy flowing, and by referring to the



MEN'S WEAR.

copy you can readily see where the extreme point of the brush is used and how delicate is the touch on all of the upward curved ends.

Seasonable Pen-Lettered Window Cards.

TWO well-balanced examples of pen work are displayed on the opposite page. It requires constant and deliberate practice to execute lettering so nearly perfect as this is. The lay-out shows excellent judgment.

The wording of the first card speaks volumes and will attract trade from all classes of society. Any person who can afford to expend two dollars on a sizzling hot day should, through the psychological impression of the words "cool" and "featherweight," be lured into the store and purchase a hat.

TWO VIEWS OF THE ROOMY STORE INTERIOR OF C. IMIG & SONS, SHEBOYGAN, WIS.

INTERIOR OF THE STORE OF FROST & WALTERS, LANSING, MICH.
A CLEVER HOSIERY WINDOW TRIMMED BY CHARLES F. WYATT FOR SAKS & CO., NORFOLK, Va.

FAIRCHILD'S, PARIS, SAYS:

TIES are perhaps the most interesting articles of a man's apparel, because nowadays they are the only part of the numerous details in which a man can exhibit good taste and refinement, particularly when clothes are so dull in color.

In Paris they are an everlasting subject of interest; nowhere else in the world is there such a display of shades and novelties. This fact makes an account of them a difficult task, extraordinarily so when the writer wants to help such a competent class of men as Men's Wear's friends.

On the other hand, this is the time of the year when the artists do most creative work. The gay sun helps them a good deal, too, and such a bright sun is the Parisian sun (chiefly when it shines!).

Go anywhere in Paris and you will see displays of ties. For some time past I have been roving from fashionable shop to smart shop, and the summing up of my observations I'll try and give you.

In my last reports I said that black and white, and gray, were the predominating colors; they are still. Owing to the king's death some fashionable men won't wear anything else; but the sun wipes away many sorrows, and so more and more gay colors are peeping out.

In order to make my meaning more clear let me describe two classes of ties: First, dressy ties for morning coats or frock or dark suits, and second, the fancy ones to wear with light garments.

I gather my information only from what I have seen in the best places—that is, Rue de la Paix, in Charvet's and Doucet Jeune; on the Boulevards, in "La Grande Maison de Blanc," "La Coison d'Or," "Roddy's," "Blum," "Paquin, Bertholle et Cie;" Rue Royale, in "Veron."

ONE OF THE POPULAR SHAPES IN PARISIAN TIES.

In the dressy line more different kinds may be observed. Begin with plain-colored ties. They are chiefly of hues which are not too showy—for instance, maroon, dark-blue Nattier (that is, a faded blue), violet, gooseberry, claret, mauve—made out of ribbed silk in smaller patterns than were used in last winter's fancy evening vests, the ribs having a more vivid dye than the ground.

In lighter colors there are gray backgrounds or black and white ones (squares or diagonals). A yellow-gold diagonal line is more and more selected, for instance (Fig. 1), a light gray ground with black zigzag lines (A), and half-an-inch gold diagonals, or mauve or light green.

Another nice pattern is (Fig. 2) "bleu Nattier" (light sky blue) ground, thin gold lines, ¾ of an inch apart. These gold lines are used even with warmer backgrounds; for instance, small gold lines 2¼ inches distant, on maroon, green, mauve or cherry, the grounds carried out in smoothly ribbed silk, the lines in glossy silk.

In the line of plain ties the whole gamut from violet to gray are selling, but the light gray is more in fashion just now.

Another fabric is up to date, the variegated kind, a photograph of which is reproduced in this article. Its general hue is dark—green, maroon, mordore, tobacco leaf, purple, prune, with wavy lines, foliage and here and there a pattern—diamonds, for instance. Another pattern, chiefly carried out in tobacco and green grounds, is one of intertwined branches, making a sort of net of a trifle lighter hue (Fig. 3).

A novelty in a fabric is the mousseline-made tie, something approaching the cellular, net weaving, but for four-in-hands alone. The colors are very dark, sometimes a black ground, with fine embroidery of rose in blue and mauve, or spots of soft silk on the same colored net background. The latter were introduced by the very first makers, but some emporiums like Galeries Lafayette are handling them now (I mean only the plain net mousseline).

Bandana silks (in French, foulard or cassimere) are the great favorites for the coming summer. Of course, it would be lack of taste to wear such light ties with a morning coat.

They are right for summer wear with light tweeds or tennis apparel at the seaside or at a country house party.

In this class, too, a distinction must be made, namely, severe and fancy ones. In the "serious" line the same characteristic is observed as in the shirts; spots, oval or square, are growing more and more in favor. A good pattern to handle here is the dark blue (navy blue) ground, with white spots or squares, all the same size or bigger and bigger toward the end.

The same material is used in bows, which are very appropriate for wear in the morning.

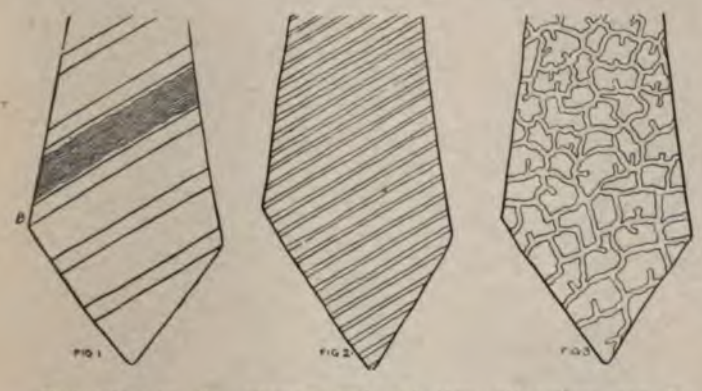
An attractive and a new pattern noticed on the Boulevard was a navy blue ground with gold or silver spots.

The big novelty, the "hobby" of the season, is the foulard fancy tie (four-in-hand)! It is cut so as to be worn in summer without a vest and to cover all the shirt front; that is, the front lapel very wide at the end, and folded twice on either side. (This is the French shape, so different from the long, narrow American four-in-hands.) Take all the colors of the rainbow, mix them up in fancy designs borrowed from the Indian cassimeres or printed etamines, and finish the whole with a wide, square band or a vivid color at the end—mauve, blue, green, even white and cream—and you have the new thing.

Instead of the Indian design there may be intertwined squares; for instance, white or of various colors shaded, of different sizes (Fig. 4), or on dark, plain grounds (Fig. 5)—for example, blue, with squares of different sizes, imitating what we call in the artistic pottery work "flamed sandstones"—"gris flames." Fig. 6 shows another design—irregular arabesques (white) on a light mauve ground and a blue-lined white framing.

The last fancy tie created is the tie shown in the photographic reproduction—plain, with flamed sandstone effects. It is designed for wear during the heat of the summer season. These ties will undoubtedly meet with great success at the holiday time, to die in the still-far-away foggy, wet weather of next autumn.

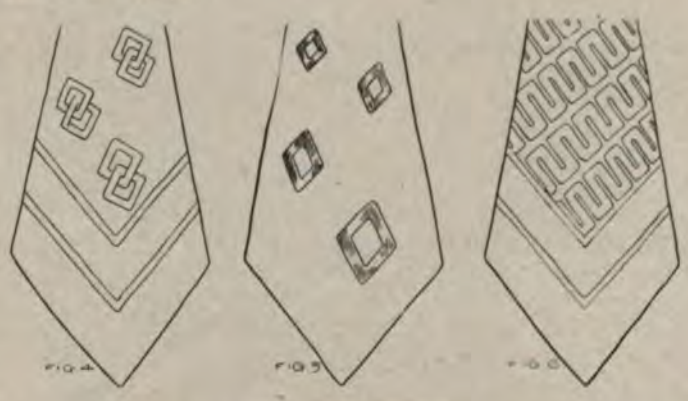
I don't remember in which humorous paper I read the following "clip"—a satire, of course. It ran nearly as follows: "Painters will be most happy this summer; they won't lack work. Fashions will help those who cannot sell their masterpieces. It will be highly fashionable for a lady to wear a soft foulard scarf or blouse decorated with hand-painted fantasies, flowers, birds, insects or 'chinoiseries,' the whole emphasized by a 'maitre' (master) signature. This will be extended to men's ties. Painters, don't miss the opportunity, and mix up your colors!" This is a jolly good idea, is it not?



Referring to the above-mentioned ties, all colors can be used, even cream and white.

Oddly enough, tubular knitted ties I see displayed modestly everywhere, but seldom do I meet a gentleman wearing one, unless he is an American. Will the American "invasion" bring back the fashion? I don't know.

On the contrary, white spotted blue ties or even bows, which are considered negligee, I was shocked to see worn by extremely well-dressed men, top-hatted and in morning coats, in several swell places, namely "Cafe Fouquet," avenue des Champs Elysees. The moral of which is, that a swell man can, if he likes, be unconventional, and this will add to his native distinction.



THE DERBY AT CHANTILLY.

The 76th French Derby was run June 12 on the magnificent pelousse of Chantilly at the entrance of the forest, and at the rear of the decor, this little marvel of the Chantilly castle, the house of the late and glorious Prince of Conde.

But how disappointed I have been in regard to the men's apparel! Of course, there were very well dressed gentlemen, but they were not in the majority; lounges—even those carried out in light gray cheviots, with wide trousers turned up at the bottom—prevailed. And this reminds me of the reports of last year's English Derby at Epsom Downs, and the indignation of our friends, the English sportsmen, on seeing many Americans carelessly dressed in light tweeds or worsteds, and straw hats, while they were practically burning and melting under the rays of an implacable sun in their tight frocks and toppers!

At the French Derby elderly men had on black lounges with fancy trousers, equally dark, but their gaiters gave a somewhat dressy and distinguished appearance to their practical apparel, a dignity which the younger "negligee" men had not.

Many fine costumes were noted. An elderly gentleman was dressed in a very light gray worsted frock coat, open in front, with rolls faced with matching silk. He wore a gray felt topper, white piqué vest, double breasted, with a shawl, and white gaiters above patent boots. The tie, worn with a pointed wing collar, was of black ground, with light gray lines. Some young bloods wore dark gray "shetland" and "thibets," frocks with black and white trousers, fancy vests and dark ties, generally gaiters matching the vest (gray or brown).

As for the morning coats, they were numerous among young and old; some aristocrats or officers had the conservative black jacket edged, but the favorite stuff was the same as for the frocks; that is, dark gray cheviot, shaggy Donegal, shetland or thibet. The style was the same—waists high in the back, sloping in front, very long tails and fronts widely cut away immediately after the unique button, the slope joining the vent of the tails, thus giving the back the appearance of an insect's back.

As for the ties, many had the long-forgotten "plastron," plain black or dark fabrics, with light stripes. The "regate" still dominated, of quiet colors, black or gray spotted ground with blue, mauve, gold, white or orange stripes or spots. Some had selected the blue bandana silk bow with white or colored spots.

In resumé, extremely long morning coats, waist high, hips well curved, tight at the waist.

PARIS FASHIONS

AT THE CASINO, MONTE CARLO.

ON THE AVIATION FIELD.

AT THE PADDOCK.

AT THE SEASIDE.

From Style Plates Issued by La Belle Jardiniere, Paris

MEN'S WEAR.

FAIRCHILD'S, LONDON, SAYS:

WHAT a hold the antelope top boot is getting on the smartly dressed public! The most popular shade for the top has been a gray or mole. Just the thing to put the last touch to a well-turned-out man's outfit. Made in both buttoned and laced, the former with very dark smoke-pearl buttons, they are just about the most stylish things we have had for some time.

As usual, the American shoe stores are right on top with these. The way they have adapted themselves to the English taste in the last few years is a revelation, and their system of sizes and half sizes, widths, etc., makes it possible to get a good fit in a reasonable-priced boot that could only be obtained a few years back by paying a big price to a swell bootmaker to make a pair to measure.

In a little shop near Liverpool Street Station—a district that is not noted for high-class men's wear—there was noticed a very interesting little display of straw hats. The front of the window showed the evolution of the hat from the straw to the finished article. The first stage was a bundle of straw with poppies and cornflowers, and a card reading: "I grew in the field with poppies and cornflowers."

Next was shown a piece of rough plaited straw, with a card: "Cut down and worked by nimble fingers."

The same straw after it was bleached was next shown. The sign on it read: "Bleached by a special process."

A rough shape from the block followed, with a sign reading: "Next formed into hat shape."

Next, a quantity of glue or sizing: "Stiffened by a rainproof preparation."

The next display showed the brim being attached, and this was followed by the finished article, with a card reading: "Leather band and ribbon sewn on, and dispatched complete to Messrs. Bond.

It was a display likely to catch the eye, and having drawn the attention was still more effective from the fact that the hats—of which there were a good number shown—were really of a good quality and excellent value for the price charged.

Having recently returned from a trip along the South Coast, it might be of interest to know the type of dress being now worn in some of our seaside resorts. It is, of course, early yet for many people to be there, but trade is opening up fairly well. The weather has not been altogether conducive to summer attire, but a few bright days now and then have meant fairly good business.

Of course, the straw hat is to be seen everywhere now, and although it has not had such an early start as in some seasons, it seems that there will be no falling off in the sales this year.

A GRAY SCARF POPULAR IN LONDON.

These scarfs are made to order at three shillings six pence (88c) each.

The mournful note is still struck in that we see almost every man we meet still wearing the black tie. Sitting on the promenade and watching passers-by, it was only here and there that it was possible to discover anyone with any semblance of color. The shops, however, are showing more colored goods than in London, and except that a corner is reserved for a little black in most of them, or else a sprinkling of dark-colored goods among other things, they present somewhat their ordinary appearance.

Everywhere satisfaction is general at the shortening of the mourning period. The season did not open before the end of June at the seaside towns, so they did not lose the amount of business that would have been the case had the deadlock caused by mourning lasted throughout July.

Striped shirts in thin woolen fabrics seem to be very popular everywhere. Those "of wool cambric" are among the most comfortable articles of attire imaginable. Thin and delightfully cool, they are, however, a protection against any chilly breeze that springs up suddenly.

In suitings blue serges and light gray cheviots are much worn. The soft roll collar of medium length, buttoning with two or three buttons, seems to be the most popular of the lounge shaped variety.

Trousers turned up permanently appear to be still in some favor. There is no doubt about these being quite the best-hanging shape. Whether it is the extra weight at the bottom that holds them down, or whether the wearers of them take more care of their clothes, it is a fact that they

do not show the baggy knees and concertina folds to any such extent as the plain-bottomed ones, and yet only a few years ago turned-up trousers were considered the last word in bad taste!

Flannel waistcoats in white and gray grounds with colored stripes are becoming very popular, as are also one or two very smart self colors, leaning somewhat to gray and mole shades. A sort of cassimere effect and a thin-faced cloth were the popular fabrics in these. Many of them are being made with a deep rolling double-breasted collar (peaked—or step, as it is called here).

In half-hose there were observed quite a number of men wearing rather bright colors—not of the most striking shades, such as were shown early in the year, but of sufficiently bright tones to indicate the fact that they still linger in the minds of many, and that when it is permissible again to adopt colored attire they will be among the first articles resumed.

THE KNIT TIE IN LONDON.

There seems to be a great deal of controversy in America on the question of the knit tie, and it may be interesting to hear a London opinion on this article. In many of the best shops in the West End they are not shown at all, and on asking to see samples only a very small selection was found. In the Burlington Arcade a good number are being shown, and have been for a very long while now. From what I can gather, the sale of the real silk article has been quite spoiled by the introduction of the cheap imitation. It is possible to obtain a tie for about 1 s. 6 d. (38c) which is almost equal in appearance to the best silk one made, and as these became popular the sale of the better article declined accordingly.

Speaking of these to a trader who has recently returned from South Africa, he informed me that when these articles were introduced there nearly all who bought stocks were left with them. The Dutch girls were in the habit of knitting them for their male friends, and this quite stopped any business in them that might have been done.

Silk handkerchiefs—of which we have seen many lately in colors, with designs of a topical nature—are being shown by Messrs. Capper & Waters of Regent street. They keep well up in the originality of their designs. The Chantecler pattern is still shown, but the latest one shows the figure of a man, mounted, in various riding costumes. These were specially made for exhibition while the Horse Show was on at Olympia, and are consequently right up to date.

A NEW LONDON MODEL IN A SINGLE-BREASTED WAISTCOAT MADE WITH A DOUBLE-BREASTED LAPEL EFFECT.

WORN AT THE HORSE SHOW.

Some very interesting suits were to be noticed at this show on the opening day. Of course, the majority of smartly dressed men were wearing morning coats and dark trousers, the former with both plain edges and braided, mostly made with fairly long rolls, buttoning with one or two buttons.

One gentleman was very smartly attired in a rather light gray frock suit of a pinhead design, the coat made close fitting and trousers rather narrow. He wore a large white Ascot tie, with horseshoe pin, and a gray felt top hat with black band completed quite a picturesque costume.

One man noticed in riding costume looked particularly well turned out in a lovat shade whipcord. The coat, of the long lounge type, fitted well in at the waist, with deep vent at the back, and he had a Tattersall waistcoat, beautifully fitting riding breeches, with buckskin strappings, and spring fastening leggings of buckskin to match. Quite one of the best suits of its kind imaginable.

Many people have left London for the season, there being no entertaining of any importance going on. A London season without anyone in town is almost a catastrophe to the better class of tradesmen.

ASCOT IN MOURNING A DISMAL SCENE—REVERSION TO BRILLIANT COLORS PREDICTED.

In regard to the recent Ascot, Fairchild's, London, writes:

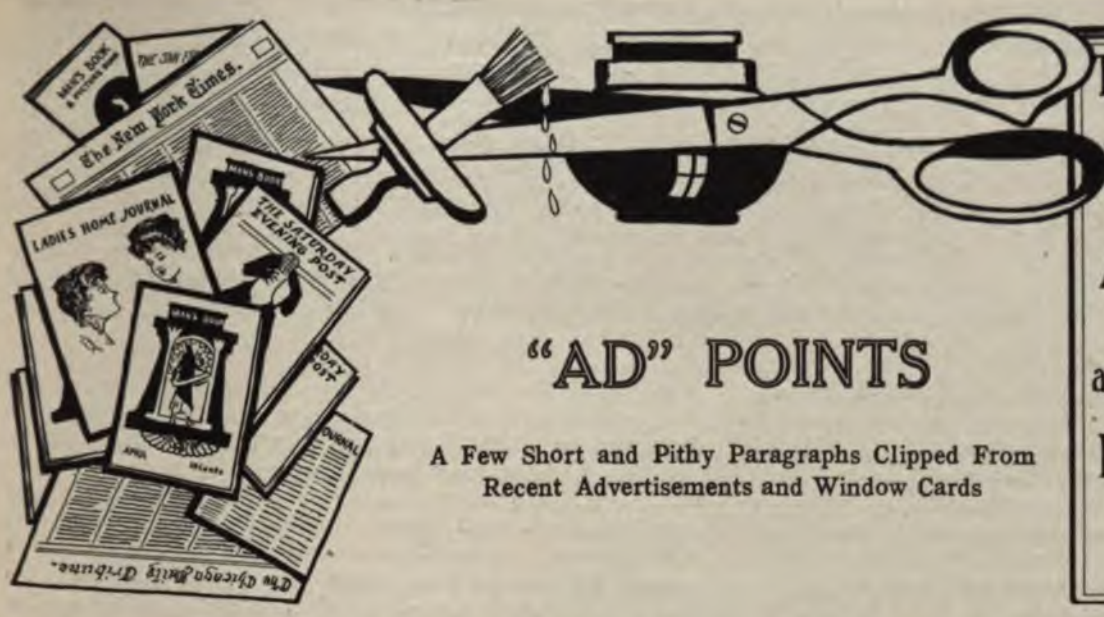
"Turning to the more prosaic attire of men. Well, there were just a few hundreds of them that on casual inspection seemed to have been turned out by the same machine. It is a safe statement to make that at no other place in the world could have been found so many men so accurately attired.

"As before mentioned, in the royal inclosure it had to be 'all black.' Every man there wore a morning coat suit of black. The popular material was the soft, light cloth of the llama or the vicuna type. If he was a young man his coat buttoned one or two, with a most graceful roll. Braided or plain edges seemed in equal favor. The middle aged, or 'arrived at years of discretion,' man invariably had his coat buttoned three. One well known member of society, who evidently insists on his own ideas of dress, went one better; he had four buttons and a tiny lapel with collar buttoning close up.

"In collars and ties there was a diversity of opinion. Plain stand-up shapes were worn by some, but the turnback point variety had it for numbers. As it was Ascot, nothing, of course, could be more suitable than the tie of that name. Most men wore them of black satin or silk of bright finish, and the ultra smart present wore them twice round stock pattern. Very good indeed are these, the band going round the collar in the form of a hunting stock. This idea was also carried out by some in the bow type. The ordinary derby tie (four-in-hand) style was decidedly in the minority. Silk hats were worn by everyone, and, of course, with mourning bands on them. Gloves were invariably of black suede. Such was the dress of undoubtedly the fashion leaders of the world.

"Moving on to the grandstand, where there were no restrictions as to dress, it was yet remarkable to notice the number of men there dressed wholly in black. Morning coat and topper, 'de rigueur' at Ascot, were worn by most men.

"It is widely prophesied that those who are lucky enough to visit Ascot in 1911 will see a vastly different scene. We should turn to the brightest of colors with such thankfulness that all previous years will be eclipsed."



"AD" POINTS

A Few Short and Pithy Paragraphs Clipped From Recent Advertisements and Window Cards

The Best Thoughts of the Brainiest Minds in the ADVERTISING FIELD and from all other Channels in NEWSPAPERDOM

Our summer clothing for men and boys holds its shape through careful tailoring and good materials, rather than by the common method of superfluous padding.

We've been in training for the "athletic underwear" season and can show you a desirable range of styles.

Garments like ours, which conform closely to the natural figure, look better, wear better and are more comfortable than those built on exaggerated lines.

Who blames a gawky boy for envying the fellow with long trousers?

Make the change with his new spring suit, and give the youngster comfort of mind and body in the hot days to come.

Our boys' long trouser suits are designed for boys, modeled on real live boys. They are not the usual sawed-off editions of grown men's suits.

In a season when fashion approves of practically every color for men's clothes, there's every advantage in selecting from the largest stock you can find.

That's ours.

Just about every desirable fabric and color you can think of.

These outing trouser values are so apparently low-priced as to compel consideration.

Our store is fruitful hunting ground for the man who is seeking style and value at prices that are self-commending.

No additional amount of money could be used to add to the strenuous reliability of our boys' suits for everyday wear.

It is the good which they inherit from those that cost almost again as much—it is that which makes our garments at twenty, twenty-two and twenty-five dollars relatively higher in character than in price.

Suits made with the discriminating care that is plainly apparent is every garment, no matter what its price.

If it were merely a matter of fabrics, then, perhaps, all tailormen would be equal.

The strength of our garments manifests itself in the tailoring.

These shirt fabrics are made from hand-combed Egyptian yarns and the tailoring is identical with that which you will find in the better class of custom shirts. The colors are rain and sun proof, and the neckbands and cuffs are hand-turned to prevent cracking.

Yachting clothes ready to wear—made of first-class fabrics, expecting exposure to sea air, sea water and sea sun.

Tweed cloths hold their shape better, wear better and are more fashionable for business wear than others.

A snappy hot weather model for stylish men.

MEN'S WEAR.

Quality and style is the song all clothiers sing, but our climax note is the fit of our garments.

These woolens stand extra wear and do not gloss.

Individuality, character, distinction and good taste describe these summer suits.

The holding qualities are always inside of a garment. Our clothing is exceptionally durable.

In the multitude of makes of lightweight underwear for men you'll find the choice kinds here in regular or knee lengths or union suits, at easy prices.

'Twould take a sum well up in figures to estimate the actual value of our reputation for reliable clothing. We couldn't afford to jeopardize such a valuable business asset by cheapening our product. Rather, we improve it.

For the vacation season, at our low price, $15 to $25, we have coat and trouser suits of blue serge, and two and three button suits in blues, blacks and grays, in rough and smooth finished fabrics, and lightweight overcoats in grays, Oxfords and blacks.

One often tires of gay colors; to offer relief after you have worn the fancy tweeds and homespuns, we have designed a rather varied series of suits fashioned of blue fabrics with hairline, tape, invisible and shadow stripes.

Though they be garments which give dignity its due, the models are not without the authoritative innovations for spring service.

The oxford grays, faintly self striped, or diagonally woven to snap 'em up a little—who could tire of them?

The smile of fashion rests on grays and browns. We can readily please you because of the varieties shown.

There's nothing in the prices of our summer suits that indicates the advance in the cost of woolens, although, as is well known, our fabrics are absolutely all wool down to the last thread. We give extra full values.

So far have we gone with suits for young men that they assume the dignity of a specialty.

There is no masked purpose in the special pricing of these suits; 'tis simply a matter of increasing our patronage by the surest and best method—that of offering extra inducements that the many may know the goodness.

In this store the quality controls the price, not the price the quality.

The more keen you are in desiring to get values for your outlay, the better we will be able to serve you.

Our policy is to persist in making clothing as good as we can and to sell it for as low a price as we can afford.

Every child should have a play-suit. Buy one of these for your little ones.

MOTOR WRAPS

THAT the motor wrap, after a short preliminary skirmish to determine the possibility of its acceptance by the American people, will become a factor in the fall trade of clothiers and furnishers, is now assured.

Salesmen returning from the road report generous orders and much enthusiasm over these scarfs to be delivered early this fall. A number of popular styles in the motor wrap, as it is denominated by the distributors, are to be found illustrated on this and the opposite page.

In spite of its name, the scarf is more of a full-dress accessory than an article for wear in a motor. "While known as motor wraps, motor or auto scarfs, we are selling them principally for dress wear, particularly the white ones," said a leading clothier and furnisher in the East, while another in the Middle West said, "We have bought motor wraps in liberal quantities for fall, but we do not look to motorists for the bulk of the demand. They are essentially a garment for formal dress."

Like many novelties in men's attire, the motor wrap is of English origin, and with the exception of a few qualities, all varieties of it are made in England.

A well-known haberdasher from London, while visiting in this country recently, said, "The light-colored motor scarfs are the most popular, as is the case here, but they are really used for evening or dress wear more than for motoring purposes. The scarfs are in quite strong demand in England and in the United States, and seem to be gaining in favor every season. Their introduction and popular acceptance in England was followed very quickly by their production by the German manufacturers, who have been successful with qualities which sell at around $12.50 a dozen, and another small range in silk at about $50. These have also become a factor in the trade of this country.

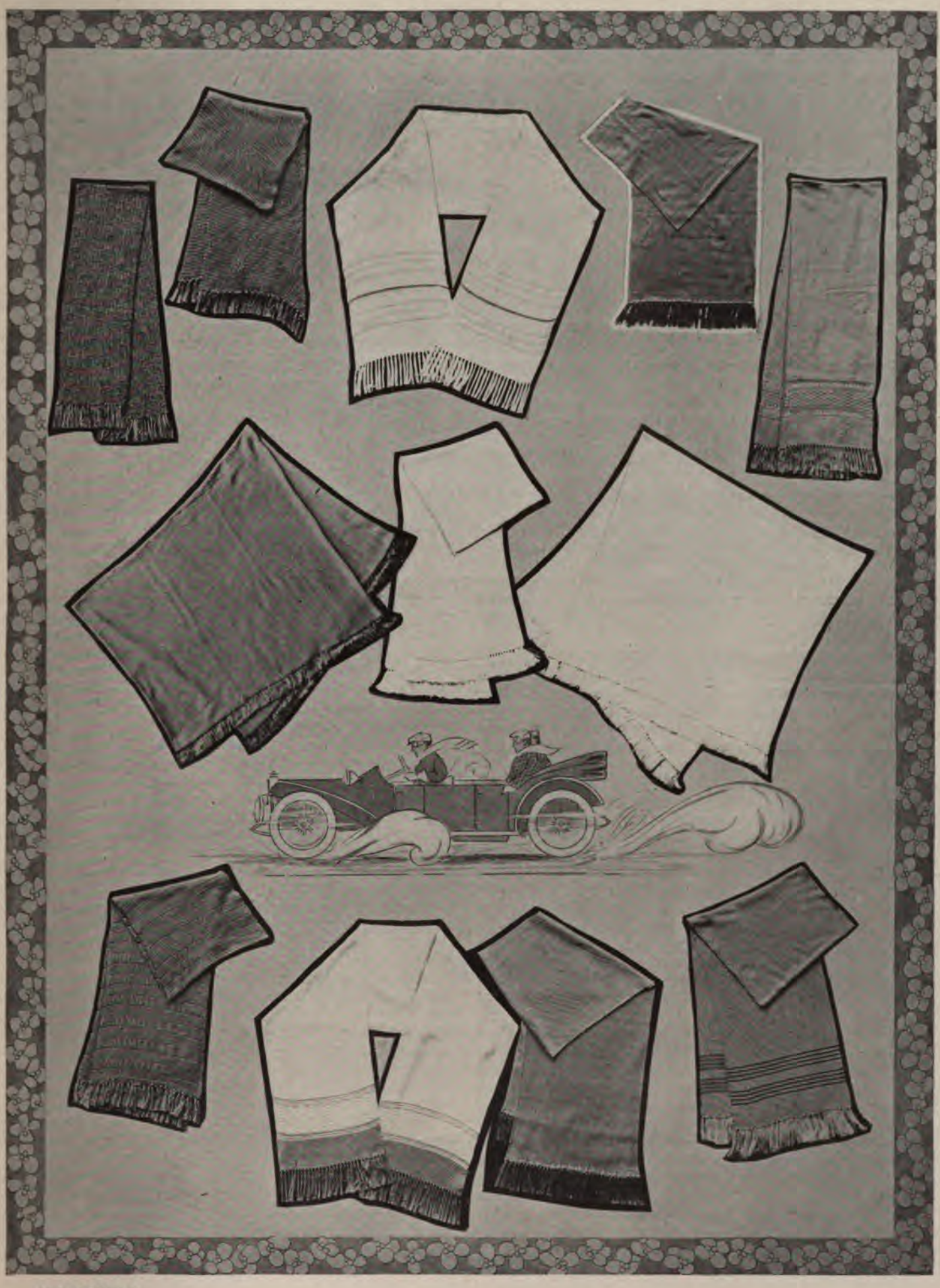
On the opposite page are illustrated qualities ranging in price from six dollars a dozen to eighty-two dollars and a half and ninety dollars a dozen. The latter, the large scarfs shown in the middle of the page, are thirty-two inches wide, and from that size they range down to nine inches in width, the nine-inch and ten-and-a-half-inch widths being in the popular-priced goods, from $12.50 to $36 a dozen. The two large wraps especially referred to above are made of pure Italian gummed silk, a silk spun in the gum as it comes from the cocoon and afterward bleached out and dyed, making one of the finest and softest silks in the world. From this quality the wraps range through many grades of silk.

Mercerized threads are used, and more recently in this country wood fiber has been introduced into their manufacture, but the latter, it is quite generally conceded, has not proven satisfactory when used in a scarf of this kind.

As noted, the lighter colors have been the most popular, led by the white, the pearl and the champagne. The latter is the latest acquisition to the shades, and is rapidly superseding the others in the volume of demand for wear with full dress. A narrower wrap in a dark shade—a mixed black and white, known also as a Tuxedo collar protector—has proved popular.

It will be noted that the variety of knits is practically unlimited, lack of space preventing us from showing a really representative line of patterns. The striped scarf, on which the heading has been lettered at the top of this page, is in very good demand for more general wear, and comes in many combinations. The self border and the harmonizing colored borders and combinations of both, wide and narrow, give great variety. All have fringed ends.

Now that they are looked forward to in the hope that their introduction into stocks throughout the country will prove a profitable venture, a review of the field is thought to be timely.



MEN'S WEAR.

MEN'S WEAR MARKETS

From the raw material to the finished garment.

CLOTHING INDUSTRY MUCH DISCUSSED.

THE clothing industry—every department of it—seems to have departed from "the even tenor of its way," and its departure therefrom has given rise to much discussion, in which the attitudes taken differ widely. A symposium of such opinions would be interesting because of the diversity of views on the subject and the reasons for the views maintained. While it is claimed by some that the outlook is not as favorable as it should be and by others that it portends no cause for alarm, one thing is quite certain, and that is, that there is a change in progress such as has not taken place for many years. There have been seasons wherein the clothing business has not measured up to the standard of previous seasons, and there have likewise been seasons when the business has been almost phenomenal. The present season, though not yet over, offers for consideration some interesting conditions.

In wholesale circles there is a belief that something is affecting the volume of business, which, while increasing, seems to show a smaller increase than the growth of the better clothes idea, the average of past increases, the efforts expended to get business and the increase in population, would seem to justify. The growth of the manufacturing and distributive forces in the business has been in proportion to the average increase of the past, so that, if the opinion that the market has slumped is justified, it would lead to a further anticipation of a curtailment somewhere, and it is only natural to expect that such curtailment shall be distributed over all the separate branches of the industry. May we look for a curtailment? Some say no, but others are inclined to answer "yes," and put forth their reasons for the belief which they hold. Without further discussing the channels into which it is said the money goes which should and formerly did go into clothing, some of which were mentioned in the last market report, there is a strong belief in the market that a larger surplus than usual of cash finds its way into other channels, which, while productive along other lines, do not help the clothing industry.

At the beginning of the present season manufacturers prepared for a tremendous trade. It was generally conceded that stocks being low would require considerable replenishing and the necessary preparations were made. When the conditions did not ripen, due to a backward season, they became alarmed and proceeded to unload. To-day finds wholesale stocks lower than they have been for some time, but the cash drawers are not as full as might be expected under the circumstances. Much of the clothing sold was at a greatly reduced price. Retailers, encouraged by the warm weather which has prevailed during the past fortnight, have eagerly taken offerings at reduced prices and have had little difficulty in disposing of most of them at a substantial profit.

While the consumer demand has been belated, it seems to have been intensified in volume. The past two or three weeks has been a retailer's harvest. Special prices have in many localities been offered.

One of the contributing causes to the overstocking of wholesalers was the influence of the woolen houses, who urged them to buy early and liberally, with the implied or stated condition that it would be best for them to place their orders early and then, if they found it necessary later, they could revise these orders. Accordingly, many ordered approximately a hundred and twenty-five per cent of the goods they believed were necessary, and later, through some cause or other, failed to cancel enough, giving them a greater stock than they actually required.

All of these stocks of woolens were manufactured into clothing, and much of this might have been left on their hands had it not been for the fact that many commenced to unload early. This condition is said to have been more noticeable in the west than the east, but the latter was not immune from it. Now, as stated, it seems evident that had they been slower to dispose of such stocks in this manner they might have done so with more profit.

Retail stocks are in good condition. Trade continues to be brisk throughout the entire country, and retailers, even many who were a few weeks ago inclined to be pessimistic, are expressing themselves as highly pleased with the ultimate outcome of the season. The only exception is where the drought has been excessive. These spots always exist every season.

The opening of spring lines is absorbing some attention on the part of buyers of woolens, although up to this issue only some of the cheaper grades have been opened. Others will be opened from time to time, although there is a belief that some will not show lines until as late as July 25. The opinion is held by shrewd operators that the favor shown woolens will not fall off to any great extent. It is, of course, recognized that the spring season is more favorable to worsteds than woolens. Prices, however, are the main factor in the demand, and if these meet the approbation of the buyer the business will go more to worsteds. It is too early to determine this, however.

Mohair suits and outing clothing are factors in the present trade, and wholesale stocks of alpacas, serges, crash and linen clothing are in a depleted condition. The mohair suits have been in heavier demand this season than any in the past.

The season will no doubt close satisfactorily in so far as the retailer's profit is concerned, and satisfactorily to the manufacturer because he has succeeded in closing out his stocks and realizing a fair return on money that might have been tied up longer but for the peculiar conditions that have existed in the past two weeks.

MEN'S WEAR MARKETS

From the raw material to the finished garment.

WASH SUITS IN DEMAND.

THE movement in little boys' apparel at present is almost entirely in the call for wash suits. This demand is, of course, stimulated by the hot weather that continues nearly all over the country. There is noticeable in this line, both from the manufacturers' and the retailers' viewpoint, a tendency favorable to the higher grades. Instead of a demand for those that retail at from a dollar to a dollar and a half, the three to five dollar grades seem to be the standard toward which the demand is slowly but surely moving. In these latter grades the character of the workmanship and the grade of materials used make the wash suits highly serviceable. They are liked because they look cool and are cool, and frequent changes keep up the cleanly appearance.

A real factor in the immediate business in this line is the call for the khaki suits, which are to be had in a variety of models. It is said of them that they provide the maximum of service at the minimum of cost. The pre-vacation demand for these suits depleted the supply of these lines and made necessary a new supply.

Boys' clothing has operated in sympathy with the same conditions that have affected men's clothing. Retail stocks are conceded to be in good condition, and as a part of most such stocks were bought at a closing-out price, they are being offered at prices that bear the same relation to their cost as the prices at which they were procured bear to the wholesalers' price at the opening of the season. The demand, which is weakening now, owing to the lateness of the season, does not offer the same volume of returns as men's clothing.

The attention of manufacturers is now turning toward spring lines. Some of the cheaper lines of woolens and worsteds have been opened, and there seems to be a belief current that in this line worsteds will play a more prominent part than during the past season. While no lines above $1.25 per yard have been opened, and only a few at that figure, the reduction in worsteds previously predicted, it is thought, will be in force on the higher grades, and if so they will be bought liberally. This is uncertain as yet, but will be known in time for the next market review.

SPIRIT OF HESITATION PREVAILS IN HOSIERY MARKET.

SINCE the latter part of June there has been wonderful improvement in the hosiery and underwear trade, so far as the retailers' business is concerned. The demand suddenly jumped from a minimum to a maximum almost within a day's time, a circumstance seldom, if ever, before experienced. During the entire spring until that time an abnormal condition had influenced the hosiery and underwear market to a serious extent, keeping the demand light and sales low, but retailers were prepared for any kind of rush, and when it did actually start there was no difficulty in supplying a much overdue demand for these goods. June 20 marked the beginning of a week that several merchants recorded as the best of the year, and quite a few found it necessary to replenish their greatly reduced stocks, so abrupt was the change from a sluggish to a brisk demand.

Many of the large eastern retailers have completed their fall buying, but there still remain a few who have placed orders for only a portion of their fall goods, and some little business is being booked for the spring of 1911, though not in the quantities of past seasons. The business on men's silk hosiery is steadily growing larger; the demand is becoming widespread and retailers are increasing their orders in number and size.

The condition of the market in its relation to the jobbers and manufacturers is by no means so bright at the present time as it has been just recently with the retailers, and a big hosiery jobber remarked that there is no hosiery market now. Agents who are ordinarily through with their next spring orders by the first of July declare that 25 per cent will more than cover the amount of business they have booked thus far. That spirit of hesitation continues to be the prevailing factor in the market.

With the manufacturers things are about as dull as they have been for a long while. Prices on low-grade domestic goods have slightly advanced, $1.07½ and $1.10 now being asked for certain grades that formerly sold for $1 and $1.05 a dozen, respectively. The advances in prices that have been made are on the cheaper qualities principally, and the kinds that retail from 50 cents up remain about the same. The 1911 spring trade is between 50 and 75 per cent below what it should be, and is being held down by the refusal of buyers to place their orders. Salesmen who have been on the road for some weeks past returned with their trips hardly half completed, and may be compelled to go back to their selling territory later in the season unless the buyers invade the market themselves.

Jobbers report duplicate orders for immediate delivery infrequent and small in size, though it is expected that from now on improvement in this respect will be shown. Mills continue to run only on orders which are already in hand and are making no stock. There is a strong possibility that the delay in purchasing may cause a delay in delivery of goods later on. Orders for next spring's delivery are being taken at practically the same prices as those of last year.

MEN'S WEAR MARKETS

From the raw material to the finished garment.

A DIVERSIFIED HAT MARKET.

THE soft and stiff hat selling season has closed, so far as the traveling salesmen are concerned. All the regular territories have been thoroughly covered, and the men, with one or two exceptions, have returned from fairly successful trips. Soft hat stocks were sold comparatively low last spring, necessitating an almost complete replenishing for fall.

The condition of the stiff hat market has been just the reverse, and the present situation is such that some little anxiety is being felt over the possibility of a delay in deliveries when the carried-over stocks have become exhausted. Manufacturers are urging retailers to avoid this possible delay by anticipating their orders, rather than waiting until the last moment before placing them.

A free spirit has been generally displayed in purchases of soft hats throughout the entire country, all sections having already placed orders in liberal quantities, and indications point to an extra big season.

Nowhere is the stiff hat trade reported to be better than normal, and in the majority of cases it has not reached that level.

No positively definite information is yet obtainable as to any change in prices for the coming seasons. Hatters have already announced that next spring will see no increase in prices, which will soon be quoted to the trade, though what the fall of 1911 will bring forth they do not venture to say this early ahead. There seems to be a likelihood of a slight raise on certain grades, but not of a serious nature by any means. There have been few seasons, indeed, that will have surpassed next fall in the business done on soft hats, one demonstration of this fact being the demands that have been received from retailers, requesting that their goods be shipped in many instances a month ahead of the usual time of delivery. Factories making the well-known and extensively advertised brands of stiff hats have done about as well as could be expected under the circumstances.

Soft and light weight outing hats are in good demand now for vacation and recreation wear and the various outdoor sports. Caps have fallen off to some extent lately, and the demand for them is not expected to improve to any pronounced degree before the fall season arrives. Manufacturers and wholesalers have had a successful business this season.

The weather was instrumental in boosting the sales of straw hats since the 20th of last month, and forced the total to within a few figures of comparative dates last summer. Before that time the demand had not been up to standard, but late purchasers were encouraged by hot weather and sales bounded upward.

FALL BUSINESS IN NECKWEAR SHOWS IMPROVEMENT.

THE neckwear men who started out early are now through, while all are drawing near the close of their trips. A summary of the business booked for fall shows some improvement, but strict adherence to the truth requires the statement that the improvement has not been as great as was expected earlier in the season, when, as was reported, there was a call to see fall lines. For some time this business has not been up to expectations, and various theories have been advanced in explanation thereof.

It is probably partly explained by the uncertainty in the minds of retail merchants which of the many lines presented for their consideration is really the line which will prove popular. Whether or not this is having any effect upon the trade is problematical, but the opinion is freely expressed that there is exerted this season more individuality in the selection of scarf silks by the manufacturers than ever in the history of the business, which fact has the effect of doing away with the sameness which in times past characterized all neckwear lines. With absolutely no regard for what others are buying in the line or what others will show during the coming season, each house buys for itself alone, using its own judgment as to the possibilities of the line. Thus we find one prominent house featuring an extensive line of matched goods—handkerchiefs, hose and scarf harmonizing. Another manufacturer shows few of these, but features large floral and vine effects. These have also met with a remarkable sale, and indicate a demand for fancies.

Plain colors are called for, but many think they are on the wane. An exception to this, however, is the chantecler, which is having an almost unprecedented run of popularity. The red shade identified with the chantecler idea is being worn more to-day than it has been at any time since the influence of the chantecler red was first noted. No longer is it considered to be loud or to denote a peculiar taste, and it is said to be worn at the seashore, as well with white or striped light flannel suits as with a blue serge or gray suit in the business office.

Another reason why the sales of road men did not show up as satisfactorily as was anticipated is, that the tendency is growing to buy oftener, and a larger part of the neckwear orders than ever before are being placed by mail, in the form of standing orders for new creations as soon as produced. These swell the business, but naturally cut into the sales made on the road.

MEN'S WEAR MARKETS

From the raw material to the finished garment.

ACCESSORY MARKET FAIRLY QUIET.

THE demand for gloves has been reduced to a minimum by the warm weather of the past few weeks. Unlike other articles of men's wearing apparel, gloves sell best when the weather is cool, and for that reason the spring business has been exceptionally long, but was suddenly halted when a change in temperature took place about three weeks ago. Those made of the very thinnest lightweight material are the only kinds that the retailers are able to dispose of just now, except in occasional reduction sales.

The demand for automobile gloves seems to continue steadily, and the variety of styles in which this glove is now being made is surprising. It is hardly possible for the mind to conceive of a pattern, design or shape that cannot be found upon the market in all the desirable colors. At the present time, however, the most popular style used for motoring purposes is a medium-weight glove made with a lisle back and a kid palm. This glove is worn extensively for all sorts of automobile driving.

Fall prices on kids, chamois, cape and other materials show some slight advancement over those of last year, and on several grades the same quality cannot be purchased for the same figure that was formerly paid for it, while on certain other goods where the same quality is desired a higher price must be paid—or, in other words, the quality is lower and the price maintained on some grades, while the quality is maintained and the price advanced on others. There is no shade that shows the least indication of approaching in any way the established popularity of tan, which will be the leading glove this fall.

Retailers themselves bear out the statement of manufacturers that the invisible suspender is being more generally worn this summer than ever before. There are many, it is said, to whom this style of suspender has always been somewhat of a puzzle, but now that its adjustment, comfort and unseen features are better understood, it is being more strongly demanded in all parts of the country. The suspender has hardly yet been permanently established and there are very few manufacturers making it, but each year brings forth a brighter outlook for its future.

Though no definite information is yet obtainable upon the subject, there is a possibility of the webbing houses reducing their business to one line a year, which will virtually mean that the regular suspender houses will also make but one showing a year. There is no positive word ascertainable at this moment that such action will be taken, but a movement to this effect has been rumored in the market lately and something more specific may be learned within a few days. It is mentioned that the withdrawal of one line and the establishing of but one a year in the month of November might result in keeping jobs out of the market. On other lines of accessories there has been no change of an important character except the result produced by favorable weather conditions. One of the beneficial effects was upon the belt trade, this being exceedingly active at present.

SHIRT BUSINESS PROFITING BY THE WEATHER.

THIS business, which has probably had more to offer in the form of complaint than any other line in the men's wear industry during the past two or three months, enjoyed the invigorating effects of the hot spell, which has had the same effect on most other lines of apparel. It was thought by some that there had been too long a season of depression, due to the weather, to permit of there being enough improvement to make up for it. The vigor of the business of the past few weeks has partly made up for the conditions that were expected to render the season altogether unprofitable.

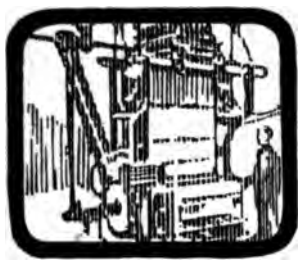
Fall orders are about all placed, and the prediction quoted from a manufacturer in a previous review of the market seems to have been maintained—that business was not up to expectations. The approaching fall seems to be one of the seasons in which the trade fluctuation will be slightly downward. The majority of manufactruers maintain that business booked for fall is about equal to that of a year ago, few maintaining an increase.

The demand continues to be for the quiet designs, white and black striped patterns in the lead. There is a limited call for colored shirts and a few patterns are shown, but are not considered an important factor in the fall trade.

Spring shirtings now in the hands of manufacturers show about the same tendency in regard to patterns, though enough variation is evident to encourage the right degree of variety.

Retail shirt sales have been brisk, the soft shirt continuing to be in the lead during the past fortnight. The double cuffs are called for extensively, and the outing trade, which was somewhat belated, has been an important factor in the shirt business of the two weeks just passed. Soft shirts with soft collars, both detachable and attached, have risen in demand, principally for outing purposes.

The collar trade reports great activity rising from the hot weather demand. In fact, it is said that there has not been a period of two consecutive weeks in several years during which the collar business has shown the sales made in the period of that duration just closed.



MEN'S WEAR MARKETS

From the raw material to the finished garment.

THE PIECE GOODS MARKET.

WITH practically the majority of the cheap goods open for the spring season, 1911, a few of the more important preferring to wait until after the holiday, there are no evidences of real interest and many are of the opinion that, other than disposing of certain business that can be booked at almost any time, it served no real purpose to open before July 5, that being the date upon which the vast majority of buyers have signified they will be interested in the lowest class merchandise.

As far as better goods are concerned it is highly improbable that they will be opened before the middle of the month. A disposition is manifested by some houses to agree not to open anything before July 25. The argument in support of this proposition is that, there having been an almost absolute absence of spring business, retailers will be able to recoup themselves, and they will, in consequence, be in a better position for the succeeding season; the manufacturing clothier in his turn will be in a better position to take up a new season.

It would also admit of more orderly procedure, inasmuch as it is thought by a large number of the trade that there will be a scramble for business, with a consequent upsetting of the calculations of those who open early.

Of course, it means a late delivery of sample pieces, but this can be offset by the clothier in his turn opening later. For several years past he has started out too early, it is thought, and has precipitated a new season upon the retailer before he was in a position to consider it.

Obviously, openings of better goods being several weeks ahead, little is known regarding the probable price basis for the season. Should an opening movement take place now it would without doubt be very ragged and unsatisfactory. That prices will be lower is generally expected. How much lower, no one can tell, except that they will not be as low as some buyers affect to anticipate.

Serges, some think, will open immediately after the holiday. Others think that they will open around the middle of the month. There is no apparent hurry, although some of the trade have covered "at value."

No prices, so far as can be learned, have been quoted, and the probable basis is purely conjecture.

Stock goods have moved well and have been bought speculatively against the requirements of a new season, it being recognized that they are cheap.

THE WOOL MARKET.

THE wool situation has improved during the fortnight in so far as there was more inquiry, stimulated no doubt by the fact that some grades of wool approximate a free trade basis. This expression does not mean that United States wool can be exported and profitably converted into tops in England, but is used as a measure of comparison, to show the parity of the values of American wool and foreign.

To do this, it is customary to take fine medium territory (clean) in the United States and compare it with No. 60 tops in England. Fine medium territory, during the last five years, averaged here more than 13 cents per pound higher than tops in England. Present conditions, being under the same tariff rates, are compared with those of the average in the last five years, showing that American fine medium at the present moment is only worth 57 cents, as against 58 cents for 60s top in England. American wool is apparently 1 cent lower now, while during the past five years it averaged over 13 cents higher.

A review of these circumstances inspires confidence on the part of a few manufacturers who now show considerable eagerness to secure supplies, although they admit they are without orders for goods in which to use this wool; but as they expect to continue in business, they are supplying future probable wants, on the ground that when wool is cheap it is generally safe to take it freely.

THE COTTON YARN MARKET.

SOME dealers have done a satisfactory volume of business during the past fortnight, when the general dullness is taken into consideration. Others said they had not done sufficient new business to pay expenses. The houses that did the greater part of the business were the ones that quoted prices that interested buyers, while those that quoted the average spinners' prices got but few orders. The sales covered a wide range, or from three and a half two-ply soft skeins to 80-2 combed peeler mercerized twist, and prices were irregular. Deliveries on old contracts were good in some instances and poor in others.

A conservative dealer, in discussing the situation, said: "At present there is only a little business, and cutting prices to secure it is simply folly, as it makes manufacturers hold back for still lower prices. It is a greater folly for spinners to cut prices for the purpose of stimulating business than for a dealer to unload holdings that are burdensome, as cutting by spinners establishes a lower level at which everyone expects to buy."

THE WORSTED YARN MARKET.

NO very definite changes for the better have yet taken place with reference to the market for men's wear and dress goods worsted yarns, though many of the dealers and spinners concerned have been talking more cheerfully during the past fortnight.

The only fairly active division of the market has continued to be that of hosiery and underwear yarns. The piecing out business of the past month in this case has been unusually good, as consumers bought rather cautiously last fall. Prices of merino and all-worsted knitting yarns have come down, of course, during the past six months, but the unreasonable price concessions made by most spinners of men's wear and dress goods yarns were avoided in this instance. The bulk of the knitting yarns sold has been merino, naturally, as the high cost of all-worsted stock effectually cut off the demand for the latter about a year ago. The knitters hesitated at that time and delayed their purchases as long as possible in the hope that prices would come down. The generous substitution of merino yarns was finally the only solution of the difficulty.

COLONEL E. M. KNOX ON TRADE CONDITIONS ABROAD.

COLONEL E. M. KNOX, president of the Knox Hat Manufacturing Company, who recently returned to New York after having circled the globe on a trip extending over several months, was interviewed by a representative of this paper for the purpose of getting his views and impressions of general clothing and hat conditions abroad as compared with those in this country.

Colonel Knox first made it clear that our way of doing business, the methods of American manufacturers, retailers and others distributing goods to the general public, are so far ahead of those employed on the other side that a comparison is almost unnecessary, as the results very plainly indicate that business here is by far more active and progressive than in any country he had the pleasure of visiting on his globe-circling trip, which, he said, included practically every civilized country in the world, and some which were not more than half civilized.

Colonel Knox intimated that there was too much of a tendency to be exclusive, especially in England, and particularly among the so-called higher grade dealers. As an instance, he said that for many years, and up to only a few years ago, the Ulster House, a large clothing house in Conduit street, London, had suspended, in a place where it could not be overlooked, a sign bearing the inscription, "No American Patronage Wanted," and that it was only after the business was taken over by new management the sign was taken down. Colonel Knox said he asked to see the sign again this time during his stay in London, and he was taken to a room in the basement, where the sign was still in existence, probably as a relic of recent barbarism.

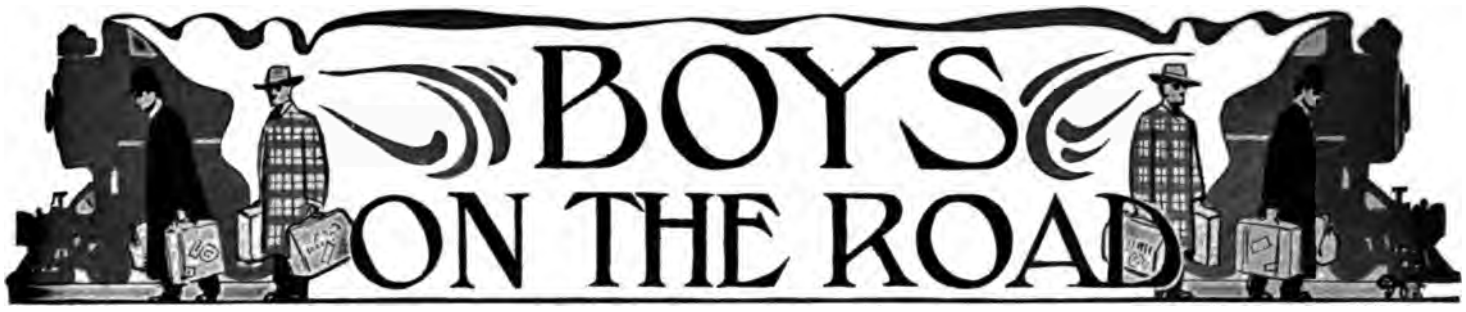
He cited another instance and produced a letter to corroborate his statement to the effect that American business was not wanted by the London people. The letter in question was written to Mr. Knox by the manufacturer of a particular hat sold exclusively by a hatter in London who enjoys the trade of the elite of England's capital. Colonel Knox said that he had received many requests for the particular hat in his New York stores, and that while in London he wanted to see what he could do to supply the demand for them. After applying to the manufacturer, who said he was obliged to get the permission of the man for whom the hats were made, he received a letter from the maker stating that the word received from the seller of the hats was: "We think it would be advisable to leave the American business alone." This letter was dated May 11, 1910, and, said Colonel Knox, is practically representative of the feeling which is predominant in England and other countries toward American-made goods and American business. "And then they say blood is thicker than water," said Colonel Knox, who affirms that the hat shop from which this letter, or rather its message, emanated, is a small, unimportant affair, so far as volume of business is concerned, according to the Colonel probably totaling about $8,000 or $10,000 a year.

Colonel Knox was asked his opinion as to the tendency of style copying or trading—whether the English and French copied our styles, or whether the American manufacturers copied those of the other side. He was very emphatic in his statement when he said that American-made goods are almost universally copied, not only in England and France, but in practically all countries. He said that in Yokohama, Japan, a hat industry has been started where felt hats are made after the American style exclusively. In England, he said, American styles are markedly asked for, and in France the French styles are becoming obsolete. He continued that in this country the tendency toward wearing so-called English styles is becoming less marked, and that American goods and customs are gaining rapidly among all classes. Colonel Knox also said that on the other side they are now copying many little details of the American manufacturer. As an instance, he said that in England it has always been the custom to leave the inside of a buttonhole unworked, but that the American custom of finishing the inside the same as the outside is being copied. Another point, said he, that indicates the innovation of American clothing in European countries is the fact that in practically every tailor shop or clothing store of any consequence, both in Great Britain and the Continent, and in the tropical countries, in Egypt, Bombay and Japan, a fashion plate of American designs is placed conspicuously and brought before the attention of the patrons of the stores, and visitors.

"There are really no first-class hat shops in London," said Colonel Knox. "They are all small affairs, without any pretense to attractiveness. In one of the principal shops there you could scarcely see through the windows, they were so dirty, and the inside of the shop was so low that a tall man would have to stoop to get around in it; and everything else was carried on in about the same style. Why," said he, "hats are sold in cigar shops, in barber shops and haberdasheries, and places where no American would ever think of going for such an article."

In the matter of shoes, Colonel Knox said that in Paris, where shoes are supposed to be exclusively French, there is a growing demand for American footwear. In one of the principal and most exclusive shops in the French city he said he heard several women insist upon having "forme Americaine" and nothing else. He added that many of the American houses have shops in Paris now, among them being the Walkover, Hanan and Sorosis, and that in Geneva both the Walkover and Hanan houses have large storehouses from which they supply their European stores.

As is Colonel Knox's custom when he goes abroad, he brought back with him a number of hats, both modern and antique, the latter to be presented to the Museum of Art, New York. Among these were hats worn by Japanese Daimyos, who were rulers of provinces in Japan. Some of these hats were worn as far back as 1719, and one, which will probably be of interest to Americans, is the hat worn by Lord of Hikone, who opened the country for other powers and signed the treaty with the United States in 1860. Mr. Knox also had some modern hats worn by the priests, professional men and laborers of Japan, and those worn by professional men and laymen in Bombay. He mentioned an interesting incident in connection with the custom of wearing hats in the tropical countries, stating that in Japan, where they wear hats very seldom, almost everybody is bald or nearly so, whereas, in Bombay, in Egypt and Turkey, where the people wear their hats all the time, and in some cases sleep in them, most luxuriant growths of hair are to be found, an incident which is directly contrary to recent teachings in America.



Rosenwald & Weil, Chicago, have moved their St. Louis office from the Model building to the Victoria building.

Harry Ide in Chicago Market.—Harry Ide, of George P. Ide & Co., Troy, N. Y., was in Chicago for a few days last week, inspecting the company's local branch.

William F. Lunar, representing Salmon & Cook, Nokota Hat Works, New York, left on the 1st of July for his regular territory in New England and up the Hudson river.

George S. Krieger Sails for Europe.—George S. Krieger, who covers the western territory for Alfred Benjamin & Co., New York, sailed recently for an extended trip through Europe.

A. N. Ohlman Now With Cohen, Endel & Co.—A. N. Ohlman will represent Cohen, Endel & Co., New York, makers of Royal brand boys' clothing and Carrolton System clothes for young men, in Pennsylvania and Ohio.

Hughes & Bradley Add Another Salesman.—Hughes & Bradley, Philadelphia, makers of men's cravats, have added another salesman, E. R. Sues, to their selling force. He will cover Michigan, Wisconsin, Minnesota and Iowa.

Maurice Israel, Iowa representative for Kahn Bros. & Co., wholesale men's furnishings, 315-317 Fifth avenue, Chicago, is more than pleased with the mail-order business he is receiving every day from his territory. He claims to have a larger mail-order business this season than ever before.

Traveling Man Suddenly Becomes Demented.—Jacob Goldenberg, said to be a New York traveling salesman, was taken from a Lake Shore train at Toledo, O., en route to Chicago and rushed to the Toledo hospital. Goldenberg had become suddenly demented and imagined persons on the train were seeking his life.

Big Raise Reported for Boss Manufacturing Company's Employes.—According to a report, the local manager of the Boss Manufacturing Company, Bluffton, Ind., mitten manufacturers, has increased the wages of girls employed in the inspecting department 50 per cent. Changes have also been announced for the betterment of the conditions for other girls.

Jacob Cohen, Sons & Co. Acquire Max Sternberger.—Max Sternberger, who is reputed to be one of the biggest salesmen who go to the Pacific Coast, has signed to go with Jacob Cohen, Sons & Co., men's clothing, New York. Mr. Sternberger will cover the far West and the Coast, where he has a large following, and where he has been representing J. Samuels & Bro., clothing manufacturers.

Stein-Bloch Company vs. Alfred Benjamin & Co., at Baseball.—Most of the traveling men of the New York firms of Stein-Bloch Company and Alfred Benjamin & Co., temporarily in the city, as well as the office staffs of both houses, spent Saturday, June 26, at College Point, L. I. There were thirty-four of them altogether. There was a baseball game between teams from both houses. One of the features of the game was the clever work of Edward Guinsburg, one of the Stein-Bloch men, at first base. Among the players on the Stein-Bloch Company team were: Abe Rossman, pitcher; Mannie Dias, catcher; Eddie Guinsberg, first base, and Irving Rosenbaum, captain and manager. Among those on Alfred Benjamin & Co.'s team were: S. Bondy, pitcher; W. Rielly, pitcher; George Wizen, catcher, and George S. Kriger, captain and manager. The members of each team were told by their respective managements to win the game or never come back. Both teams came back.

N. J. Budethal Back With Lustig Bros.—Mr. Budethal, who, after having been many years with Lustig Bros., New York, and last season represented the Young Hat Company, is now back with his old house and will cover his old territory. Jerome Lustig expects to leave for Denver and the far West to the Pacific Coast, on July 6, and in addition to Lustig Bros.' Panamas, will carry the straw hat line of Balch, Price & Co., Brooklyn.

Belfast, Ireland.—M. J. Rogan to Arrive on the Celtic July 9 or 10.—Mr. Rogan, representing Solomon Bros. & Lempert, Rochester, who went abroad a month ago, states that he will be back in Detroit in time to attend the Elks' convention July 11. He invites his friends to make his office, 305 Bowles building, Detroit, their headquarters during the national convention, to be held in Detroit from July 10 to 17. When asked about business, Mr. Rogan said that he had been surprised himself at his success in having placed "Class A Clothes" with leading firms in London, Edinburgh, Glasgow, Dublin, Cork, Limerick and Waterford.

THE NEW HAT.

AN American of hitherto undoubted veracity tells this story of a restaurant in Berlin to which he and a friend went one evening: The fare and the music were so good and the people about them so amusing that they lingered on and on. When at last they rose to go the American's hat was not to be found.

"What sort of hat was it, mein herr?" inquired the stolid person in charge.

"It was a new top hat," said the American, briskly.

"Ach, but, mein herr, all the new hats have been gone for half an hour!" said the German placidly.—**Fibre and Fabric.**

"Gent" and "Gentleman."—"'Gent,'" a legal writer says, slyly, "as well as 'gentleman,' has been defined. 'He is an independent gent,' said a witness. 'You mean a gentleman?' inquired the judge. 'Yes, a gent,' repeated the witness. 'Oh. I see,' replied the judge, 'that's something short of a gentleman, isn't it?'"

Clever Card Sent Out by a New York Firm.

BUSINESS NOTES

Mr. King, of Carter & Holmes, Chicago, on looking over his future orders for neckwear for fall delivery, reports that brown is coming in and is going to be the popular color for fall. In fact, the orders for brown ties are coming in about as fast as for lavender ties, which always have been popular sellers.

Chas. Tobias, Bro. & Co., "Eagle Brand" headwear makers, of Cincinnati, O., have just placed on the market the "Cino," a new racing bonnet for speedy motorists, and which is patented under letters patent No. 723,946. The patent feature is two drum-like sounders on the inside of the hood flaps that act on the same principle as the microphone transmitter in the receiver of a telephone, and transmit the sound of the engine direct to the ear of the motorist while the car and engine are going at a great rate of speed. The roaring of the wind, it is claimed, is entirely overcome by the snug fit of the transmitter. The "Cino," which is illustrated herewith, was made especially for a driver of a racing car and under his instruction. It fits snugly over the head and neck, and the strings, which are about two feet long, are passed through the small slit on the side of the cape and are drawn tightly and snugly around the neck and tied in the back. Owing to the adjustability of the strings, the "Cino" will fit any sized neck or chin. This racing bonnet is made of Priestley waterproof roseberry cloth and sells for $12 per dozen. Chas. Tobias, Bro. & Co. have brought out several new styles for motorists this season, one of which is the "Christy," illustrated in their advertisement on another page.

An exceptionally smart ultra-fashionable outing collar for negligee attire is the latest new thing put on the market by the Interstate Shirt & Collar Company, 232 Fifth avenue, Chicago. Made of high-class fabrics only, in solid effects, blues, grays, tans, helio, pinks, cream and white. They are boxed one-half dozen to a size assorted. For the coming sultry days of the next three months this collar promises to be in big demand.

The merits of the Cravenette straw hat made by E. A. Mallory & Sons, Danbury, Conn., are very cleverly demonstrated by a hat which they showed to a representative of this magazine the other day. One-half of this hat had been made waterproof by their process, the other half was in its natural state. The hat had been worn in all kinds of weather, and by examining closely the waterproofed half was seen to be smoother than that part not proofed. The rain had softened up the glue on the unproofed half, opened up the joints and allowed the dust to wash into the softened glue of the unproofed half. The proofed half looked as though it had just been pressed, all joints being smooth. It is said that with the Cravenette hat, the dust and dirt may be washed off with a wet sponge as from a celluloid collar.

The "Miller-Made" baseball team, composed of cutters in the "Miller-Made" institution, Chicago, defeated the "L System" aggregation on Saturday, June 18, by a score of 13 to 10.

John S. Spiegel Company, Detroit, Mich., who claim to be the originators of the outing collar made with a button, report the greatest demand for these collars in the history of the business.

Two products of George P. Ide & Co., Troy, N. Y., which are making a hit with the hot weather trade, are the "Golf Club" collar and their assortment of striped shirts known as the "Mentone Stripes." The "Golf Club" is a soft collar for outing wear.

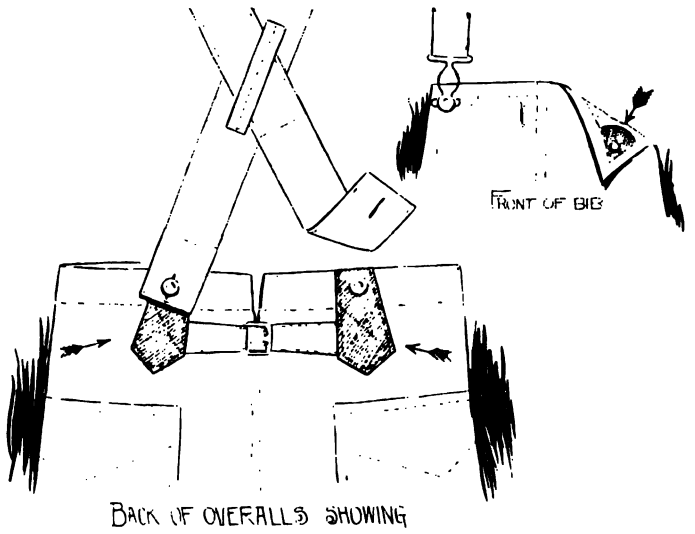
In the store of Frost & Walters, Lansing, Mich., which is illustrated on another page of this issue, the drawer equipment for handling furnishings was installed by Hugh Lyons & Co., store fixture manufacturers of Lansing. This drawer equipment does away with the pasteboard boxes in which a portion of the furnishing goods stock is ordinarily carried.

J. A. Metcalf, proprietor of the Capitol Clothing Company and president of the Northside Banking Company, Columbus, O., is shown in the reproduction below, holding in his hand a gold arch which he presented to Colonel Roosevelt on his arrival in America. Mr. Metcalf was appointed chairman of the reception committee sent by the Northside Chamber of Commerce of Columbus. The inscription on the arch which

J. A. METCALF, COLUMBUS, OHIO.

was presented read, "Welcome to the Arch City." Arrangements to meet the ex-president were made for Mr. Metcalf by C. W. Boyle, who was private secretary to President McKinley. Mr. Metcalf stated to a representative of this magazine that his house expects this spring season to nose out equal to if not ahead of a year ago, and that the outlook for fall trade is excellent.

An innovation in overall construction, on which the H. L. Willing Company, manufacturers, Detroit, Mich., have applied for a patent, is illustrated in the accompanying pen and ink sketch. The innovation is a strip of leather sewed to the overall, one under each back button and under the front buttons on the overall bib. This leather strip distributes the



BACK OF OVERALLS SHOWING LEATHER STRIPS

strain and prevents the buttons from pulling out. The leather is specially prepared to withstand the action of water and it is claimed it will not harden or crack in the laundering process.

R. M. Hochberg is the representative in Chicago and vicinity for the Ox Breeches Manufacturing Company, Inc., pants manufacturers, of Louisville, Ky. He makes his headquarters at 221 Fifth avenue, room 201.

A combination set which is meeting with a successful demand is the Arabian four-in-hand and handkerchief to match, shown by Thomas & Hayden Manufacturing Company, Chicago. The set is brought out in 100 combinations.

On account of increased business in Chicago, Phillips-Jones Company will add Mr. Gordon, formerly with Cluett, Peabody & Co., to their staff of Chicago salesmen. M. H. Walters and I. Florsheim, the latter having charge of their Chicago office, will also cover this city.

The Woodcraft Company, manufacturers of display fixtures, Chicago, invite merchants who are visiting the Chicago market during July and August to inspect their display at room 603, Medinah building, where they recently established a downtown office. This office is located in the center of the wholesale district and was established primarily for the merchants' convenience.

To Demonstrate the Improved Brushing Machine.—Leo Cauffman, of the Tailors' Accessories Company, Rochester, N. Y., has gone to Chicago to demonstrate to clothing and cloak makers the company's improved brushing machine. Many changes have been made in it since it was first put on the market. One of the machines has been set up at the office of Saltzman Company, 23 South Clinton street, where it can be seen in operation. Mr. Cauffman will stop at the Great Northern.

James R. Keiser, Inc., in Their New Quarters.—The intended removal of James R. Keiser, Inc., neckwear manufacturers, New York, announced months ago in this paper, is now an accomplished fact, and the sales department, the last one to be moved, is now settled in the new place in the Peter Cooper building, on the east side of Fourth avenue, running from Twenty-seventh to Twenty-eighth streets. The Keiser concern occupies two of these immense lofts, covering over 70,000 square feet, which is about double their former space. In fitting up the new showrooms Circassian walnut has again been used, as in the old place, but the tone is somewhat lighter. There are four showrooms in which different customers can simultaneously examine the sample lines of men's neckwear.

Phœnix Knitting Works Will Be Greatly Enlarged.—The Phoenix Knitting Works' management is having plans prepared for a large addition to be built to its Milwaukee, Wis., plant, at a cost of $80,000. The new building will be six stories high, 80 by 120 feet, and will be constructed of reinforced concrete and brick. A private power plant also will be erected.

Emmanuel A. Josephi, of Alfred Benjamin & Co., Back From Another Successful European Selling Trip.—Emmanuel A. Josephi, of Alfred Benjamin & Co., New York, has just returned from another successful selling trip in Europe, where he has added another list of representative stores in principal cities to their European clientele. Mr. Josephi's crowning success of this trip is the selling of the firm's clothing to the house of Strom & Co., Nice. Mr. Josephi goes abroad again in August, his next trip being for recuperation, and to be spent in Carlsbad.

J. Edwin White, Grand Rapids, Mich., designer and manufacturer of the Hub-er-ette and other fixtures, has formed a stock company and incorporated under the name of the White Fixture Company. The officers of the new concern are: Clifford H. Walker, president; Jacob Buiten, vice-president; J. Edwin White, secretary and treasurer. They will manufacture the Hub-er-ette, the wood display fixture previously described in these columns. The new company will not limit itself to this fixture, but will go into the general display fixture business, making a specialty of solving the numerous problems of modern merchandise display, also making window backgrounds of all lines. Mr. White, as manager of the company, will devote his entire time to the business. He is well known throughout the country for his clever background ideas, which have from time to time been published in this magazine.

This Is the Man Who Kicked About the Late Spring.
—Boston Daily Globe.

Business Conditions Reported From Various Centers.

CHICAGO CONDITIONS.

Trade Good During the Fortnight—The Summer "Slump" Just Beginning.

A REVIEW of the fortnight's trade in this market shows outing clothes an important factor. The closing of schools for the summer vacation made last week one of great activity in preparations for the annual exodus to the summer resorts, and it is the outing garments and accessories which are most in demand. Two-piece suits are called for, and it is noticeable that the real light shades of gray and tan are in the lead. Most large stores are featuring these suits, along with outing trousers, the latter being principally of white and striped flannel and serge, selling popularly at $3.50 to $5, and some as high as $7.50 a pair. Along with this pre-vacation demand there is a heavy call for accessories, such as canvas shoes, shirts, hose, neckwear, principally wash ties—in fact every kind of apparel for men and women suitable for wear at the lakes and in the country. The approach of the Fourth was also a factor in the trade, as it always is. Bathing suits for men, women and children are meeting with a heavy sale, the knit suits seeming to be the favorites.

Another exceptionally strong business is that on boys' wash suits. One buyer reported that he had purchased fourteen thousand wash suits and that they were absorbing the attention of his department, at the expense of the men's clothing department and the boys' wool suits. Wash ties are being called for extensively, and straw hats are still in active demand, though the business in this line was practically done within one week. One store reports a business of $1,800 on straw hats in one day.

The regular clothing market is now experiencing the annual slump so far as regular prices are concerned. A few who maintain that the cutting of prices should not be done until after the Fourth adhered to that principle, but the majority of stores, among them some which as a rule do not inaugurate their sales until very late, made special offers last week. One of these, a house which usually is the last to do so, put a special price of $20 on a large lot of suits and is drawing a considerable business as a result. Another but smaller house has a sale of any suit in the house for $15 and this, too, is gaining some attention. From these prices the offerings of the stores range down to $6.45. Some of the department stores last week inaugurated their annual clearing sales under this or some other name, and accessories of all kinds can be bought at exceptionally low figures.

Chattanooga, Tenn.—Rainy Weather Drawback to Business.—Almost daily rains last week made business quiet in all kinds of mercantile sales. Practically all the stores are running cut price sales, but even this plan seems to be of little avail.

Charlotte, N. C.—Uniformly Busy Week Due to Preparation of Buyers for Migration to Resorts, and Also Special Sales.—Clothiers were uniformly busy last week, the demand being steady, following a good previous week. Department and dry goods stores had especially good trade, due to several widely advertised specials and to the demand of people preparing to leave for the resorts. Two stores started cut rate sales of women's ready-to-wear goods.

NEW YORK CONDITIONS.

Fair Clothing and Furnishings Business Last Week.

BUSINESS last week for the retail clothing and furnishing goods houses continued fair, but showed a little falling off from the marked activity of the week previous, when the advent of real hot weather at once quickened the movement of lightweight and seasonable merchandise for men's wear.

Evidences of preparation for this price cutting campaign were apparent during the week, many merchants indicating that everything is nearly in readiness for the big sale time. In some instances inventories are being taken, to find out just where the stocks on hand stand, and what proportion of reduction can be made in order to realize at least a nominal profit on the merchandise. The opinion was expressed by some that stocks have been pretty well broken into during the spring and summer months, and that what goods are offered at the reduced prices will not, in most cases, be the regular stock of the merchant, but stock replenished by goods ordered especially to fill in with.

Notwithstanding that reports for many weeks have been to the effect that business has been more or less stagnant, the fact remains, according to a number of merchants questioned, that their stocks have been well broken up by the demand on them, which has been steady, a little at a time, but sure. For this reason, merchants find that it is necessary for them to freshen up a bit before announcing their midsummer reduction sales. This does not apply solely to the clothing trade, but extends all along the line of men's apparel. In the furnishing goods line, trade has been more or less spotted. The

CONDITIONS HAVE CHANGED.

The Successful Up-to-Date Man Doesn't Have Big Stocks Any More But Cleans Up Each Season.

THE smart man to-day in business doesn't carry any longer the enormous stocks that he used to have.

He buys smaller quantities and more frequently.

Consequently the conditions under which business is conducted are so different that the effect cannot be serious, as in other years, just because of the changed conditions in doing business.

Everybody talks blue, but let them talk. The up-to-minute man cleans his stocks out. He works and thinks.

More and more business men are getting awake to the new conditions. Therefore the whole business fabric is healthier and underlying conditions better than might be expected after listening to the pessimists whom one meets on all sides.

It is almost like men getting to believe that the sun will never shine again, just because we get a rainy week. The rain is good and so is the sunshine. Business activity is good and so is a period of quiet. In fact, it is absolutely necessary for the proper sort of development and growth. No one wants all rain and no one wants all sunshine.

Intelligent work put into any business in the United States will win. We never had so large a population making so many demands for things as to-day, and the smart business merchant ought to make money catering intelligently how to supply these wants.

PART OF THE BAGGAGE.

The aviators reached the gates,
Proclaiming that they had no sin,
And when St. Peter saw their wings
He said, "All right," and passed them in.
—Trenton Evening Times.

underwear department has been extremely backward; in fact, so much so that not until within the last month was any material amount of lightweight and athletic undergarments sold to the general public. However, when the hot wave came, about two or three weeks ago, this department quickened and responded admirably to the tip of the weather man. The shirt business has been more or less active during the entire season, but this is attributed in a measure to the fact that with few exceptions merchants all over the city have had marked down sales, or so-called marked down sales, practically since the spring season opened. Neckwear also has been the object of reduction sales, and a fair volume has been done in the aggregate, but no great snap has characterized the business at any one time. Last week, with the hot weather, the bathing suit department in the furnishing goods stores began to brighten up. As is the custom each year, there was a good demand for a fresh suit to start the season. This business began last week for the first time this season; that is, with any amount of snap.

Then, too, the Fourth of July holidays, extending, for many, over a period of three whole days, incited a mighty multitude to spend the short week end vacation out of town, and the trade which has resulted, especially in small wear, such as neckwear, etc., augmented considerably the volume of business done during the week. Vacation time is now here, and regular vacation goods are beginning to sell with a snap. On the other hand, with so many of the merchandise purchasing public out of town for anywhere from two weeks to two or three months, the merchants are bound to feel the effect to a certain extent, but this may be offset to a reasonable degree by the business resulting from the regular summer influx of tourists from all over the country.

DURING THE HONEYMOON.

Dolly—"What are you thinking of, Dick?"
Dick—"The dearest person on earth."
Dolly—"You conceited old dear."—Philadelphia Evening Bulletin.

MEN'S WEAR.

ROCHESTER BUSINESS.

Optimistic Reports from Both Manufacturers and Retailers—Style Indications for Fall.

THE past fortnight has made a distinctly better feeling among Rochester manufacturers. The real clothing weather that prevailed nearly everywhere gave an impetus to reorders, besides strengthening collections and giving manufacturers more receipts than they had expected. One of them said he could not ask for customers, as a rule, to pay any better than they are doing this season, especially the last two weeks, and added that the sixty-day people are getting in the time limit fairly well.

The duplicate orders have not been large nor have they run much to fancy goods, being mostly in serges and fancy blues. One manufacturer said he had sold all but 100 suits of his summer stock and believed they would go within another week.

Every factory is busy on fall goods and there's hardly one that has not a sign out for more help. The impression is general that the volume of late orders may increase as general business conditions improve and the progressive houses are putting themselves in position to execute such orders.

The fabric buyers of the different houses are studying the situation the best they can previous to the opening of the piece goods market, and they predict conservatism both in styles of goods and the sale of them. The clothing men feel like some of the mill men, who say it is a good time to clean up stocks

Spring Cleaning.—Bulletin.

and go steady until there is a stronger demand for merchandise.

Retailers have been on the jump the past two weeks and have sold more than double the merchandise in June that they did in May. In addition to regular suits there has been an unprecedented call for outing, vacation and auto goods that has been a big item in swelling the aggregate of business. In three of the largest clothing stores the claim is positively made that on June 30 their sales were ahead of last year. One of the store owners said it would have been a phenomenal season if the weather had been fit for lightweight clothing.

Fancy suits have sold better at the finish than at the beginning of the season, but, lately, the black and white stripes, also the blues with narrow stripes in white or other colors have been among the best sellers. For fall some of the merchants say that they look for black and white stripes to be very popular, and these same men do not speak of brown with any enthusiasm.

Some cut-price sales have been started by houses that usually hold off on them until after July 4. The salesmanager in one house says that he is making money on every suit sold at a discount because he bought them at a bigger discount than he ever before bought good merchandise so early in the season. He believes that manufacturers who accepted panic prices for their goods made a big mistake, for they could have secured better rates only a little later if they had possessed more patience.

CLEVELAND CONDITIONS.

Straw Hats Have Heavy Sale—Clothing Trade Good.

BUSINESS with the clothiers has continued active during the past two weeks, owing to the warm weather. A feature of the trade seems to have been the demand for summer-weight garments, both in the two and three-piece suits. Half-lined coats have been in demand and most of the stores have been showing them in their display windows in profusion. Whether this will have a permanent effect on the regular suit trade remains to be seen. Of course, the extremely cold weather that prevailed for so long prevented a heavy trade in the regular spring garments and the stocks may be larger than is desirable. Merchants seem to be worried very little about this point, however, and it is possible that on inventory they will find themselves in better shape than they expect.

Manufacturing clothiers are working on their orders for fall delivery and expect them to be fully up to expectations. Cancellations have not been heavy the past two weeks, probably on account of the revival of activity in the retail trade over the country.

It is said that the business in $5 panama hats has been immense this spring. One house reports that, out of a very large order, but a few dozen remain and they are going rapidly. Straws of various kinds have also had a heavy sale. In all probability the summer hat business will prove fully as large as during any other season of the past several years.

Furnishings are selling well, now that the underwear demand has gotten up to normal. Some of the houses have made special week-end prices on some lines to brighten up trade a little, but there has been no cut to speak of on any furnishings.

BOSTON TRADE.

Weather Again an Aid to Business.

THE steady sunshine and high temperature of last week has evidently stimulated business in men's clothing greatly. The demand for outing suits, thin office coats, athletic underwear and straw hats has been good in nearly all instances. Some merchants dealing exclusively in men's furnishings, have continued to complain about lack of trade, but the average retailer of men's clothing has said, "I told you so," with reference to the effect of the recent warm spell on his showings. The men's furnishings departments in the large stores have also had a good trade, and the increased number of these and their success have, doubtless, been important factors in the falling off of such trade in some strictly men's stores. Outing suits have been in especially good demand, the three piece offerings getting very little attention. Lightweight underwear, wash neckwear and thin office coats have been among the best sellers.

Odd trousers have moved slowly in most cases and dealers have made very little effort to push them. The cheapness of many of the outing suit lines encourages men to buy a whole suit, instead of trying to make an old coat go with a new pair of light trousers. Blue serge suits have had less notice during the past fortnight, though they were the last of the three-piece suits to have a good sale. Straw hats have continued to sell well.

CINCINNATI.

Seasonable Weather Stimulates Trading.

EXCELLENT, seasonable weather prevailed during last week and retail dealers in all lines profited therefrom. Trade in soft and stiff hats was ahead of last year for the same period, and the increase in the sale of straw hats the last ten days has been phenomenal.

Shirt and overall manufacturing plants are now running full time, and manufacturers of women's and men's underwear are sold ahead, they claim. Clothing manufacturers are gratified at the cessation almost entirely of cancellations from out-of-town trade. Travelers report a general betterment in the number and size of orders. Collections continue slower than usual, though a slight improvement was reported the latter part of the week.

Considerable interest is being taken by business men generally in the forthcoming Ohio Valley Exposition scheduled to be held in this city in August. From present reports, many southern textile mills and other industrial concerns will be represented.

NEW ORLEANS.

Depressing Effect of Bad Weather Last Week Felt in Retail Circles

CONTINUED uncertain weather, with drenching showers every day, had a depressing effect on the retail trade last week, and to draw out the shoppers and make them brave the weather some tempting offerings were made by the big stores.

The closing of the schools, and the preparations for summer vacations have naturally led to some stimulation of trade, but the majority of the stay-at-homes let the bargains go until the weather conditions are more settled.

In the clothing line there was little doing except in linens, pongees, and the cheaper grades. Some of the dry goods stores that have clothing departments offered bargain sales in linen pants, one of them offering some at 98 cents. One of the big department stores offered linen suits at reductions of practically 33 1-3 cents. The midweek bargain sales continued, each of the big stores making some special offering, and one that has made a feature of a fixed price announced a $1.98 sale.

PHILADELPHIA CONDITIONS.

Month's Business Exceeded That of Last Year.

LAST week was another one of excellent weather and was most beneficial to the merchants in producing a good business in every line of men's wearing apparel. Stocks were during the week replenished in large quantities. This is particularly true of shirts, underwear and hosiery. In fact, there were few indeed who found it unnecessary almost completely to restock their shelves, at least on certain styles. Of these goods nothing but the lightest weight materials are being called for. Silk shirts with soft turn-back cuffs in the neat striped patterns sell splendidly. The furnishings stores are showing practically no other kind but these. The loose fitting, thin underwear reached its record week for the season. Hosiery in all its various colors and designs was freely sold and orders placed by retailers for duplicates. Neckwear showed no particular change, the demand continuing unbroken. Wash ties are now being shown quite extensively and bow ties are a little more popular.

Business in the clothing houses was not better than in the previous, the first hot week, and the majority of reports are to the effect that it was not quite so good. But summer clothing, especially outing suits, flannel trousers, etc., moved steadily each day, and while the sales did not quite equal those of the preceding week, the entire month's business exceeded that of last year, so it is declared by reliable clothiers.

A few hatters started their reduction sales last week and quite a good trade was reported.

THE TERRORS OF THE DEEP.

Passenger—"I suppose you've had some hair-breadth escapes during your seafaring career."

Mate—"Yes, indeed. I was nearly drowned once."

Passenger—"You don't say! How did it happen?"

Mate—"I went to sleep in the bath and forgot to turn off the water."—Albany Journal.

BUFFALO TRADE.

Business Quiet in Clothing Stores, but Good in Other Lines.

THERE was a continuance of real summer weather here last week, and the stores were crowded with eager shoppers almost every day. June was a satisfactory month, the last two weeks helping out a rather lifeless opening.

The report from the clothing stores was that business was quiet. Receipts were not so large as during the previous week, and the opinion expressed was that people were probably holding off, waiting for sales. The bulk of the trade was in outing suits, soft shirts and stock ties.

Two of the largest manufacturing clothiers here have a strike of cutters and tailors, but say they are making up fall goods without delay. They report few cancellations.

Seattle, Wash.—Continued Warm Weather Has Excellent Effect on Trade—Clearance Sales Started by Department Stores.—The continued warm weather has had an excellent effect upon trade, which has improved gradually and is now more generally satisfactory than at any time since the beginning of summer. Men's clothing, women's lightweight apparel and summer underwear are selling well for the first time this summer. Prospects for good trade during July and August are bright, if the present warm weather continues. The department stores have already begun their clearance sales, and tempting prices are being offered in all lines.

Providence, R. I.—Furnishings and House-furnishings Move—Gardening Fad Hurting Men's Wear Business.—There was a big call for furnishings and other small lines during the week, but it is said the clothing trade was not what was expected. This was accounted for because of tardiness of good weather. Many people have gone to their summer homes, where the tendency this year seems to be to appear in overalls with a hand rake, rather than in dressy grab. The high cost of living caused thousands to start garden patches in this neighborhood. The plan is almost a fad. There was a big trade in summer house-furnishings, but the staple lines were in no great demand.

SAN FRANCISCO.

Clearance Sales Drawing Good Trade.

SEMI-ANNUAL clearance sales are still furnishing the principal impetus to the movement in all textile lines, and dealers are reporting satisfactory cleanups of spring and summer goods and expect to be in good shape to handle fall lines, the first samples of which are already on display at the leading stores. All the large clothiers are advertising reduction sales and the offerings are attracting a good show of interest.

Jobbers report a temporary lull, but look for a lively fall trade because of the promise of large crops in the interior valleys.

WASHINGTON, D. C.

Business in All Lines Boomed Last Week.

BUSINESS in all departments boomed here last week. Heavy sales at good figures were reported in men's furnishings. So satisfactory was the business that the merchants say they have more than made up for the lateness of the season caused by the long rainy and cold spell of several weeks ago. At several establishments visited by the representative of this paper, the reports were encouraging, and telephonic communication with 15 or 20 other big firms brought out the information that last week business was treble that of two weeks ago, and almost double that of the same period for last season.

Stocks have been fairly well reduced, and it is asserted by many merchants that when the season slackens, as usual, about the middle of July, there will be little need for reduction sales that generally mark that period of the year.

Birmingham, Ala.—June Business Expected to Exceed Last Year's.—While there has been some rain or very threatening thunderstorms every day of late, it is expected that the June business will considerably exceed the business of June a year ago, and this applies to dry goods and clothing lines alike.

Pittsburg.—Demand Somewhat Stronger for Seasonable Goods, but Still Hand to Mouth.—Dry goods houses report the demand for seasonable goods somewhat stronger, owing to good weather conditions. Trade in general also is reported steady. Wholesalers, however, report that retailers limit purchases to their ready needs and small lots, and complain of business. Collections are fairly satisfactory.

SOCIETY NOTE.

"There was a small German at Mrs. Max Stiefer's on Wednesday."—Waterbury Republic.

NEWS OF THE CLOTHING TRADE

TURNED 'EM AWAY.

"The man who ran the evening dress cafe in New York and lost is now making good."
"How did he work it?"
"Caters now to people who wear overalls."—Trenton Evening Times.

Burlington, Vt.—P. F. Roddy, custom tailor, 43 Church street, will move to larger quarters at 102 Church street.

Bridgewater, Mass.—S. G. Duckworth, clothier, now carries a complete line of men's furnishings. The department has been a great success as a profit-maker.

New York, N. Y.—Seigel & Seigel Commence Business.—Max A. Seigel and his wife Anne have commenced the manufacture of clothing at 9 Great Jones street.

Worcester, Mass.—W. J. Woods Company, Clothing, 40-42 Front Street.—They assert that their store is doing "the largest retail clothing business in central Massachusetts."

New York, N. Y.—Rogers, Peet & Co. Sold More Wash Suits This Season Than Ever Before.—Rogers, Peet & Co. say: "So far this season we've sold more wash Russian and sailor suits than ever before."

Dayton, O.—Graves & Meade Company Increase Capital Stock.—The Graves & Meade Company, clothing, has increased its capital from $20,000 to $50,000. O. C. Graves is president of the concern and Frank Depew secretary.

Birmingham, Ala.—J. Black & Sons' Window Trimmer Captures Big Prize.—Sam Friedman, window trimmer for J. Black & Sons, has been awarded one of the big prizes in the window trimming contest conducted by Louis Hermsdorf.

Syracuse, N. Y.—Garment Workers' Strike Over.—The strike of about 1,000 members of the U. G. W. of A., which began June 1, was settled June 22 and the operatives resumed work June 23. It is understood that the manufacturers granted an increase of about ten per cent. The proposition accepted was on the whole that submitted by the manufacturers and there were very few dissenting votes on the part of the union. The firms principally affected were Woodhull, Goodale & Bull, W. S. Peck & Co. and T. H. Clere Clothing Company.

Norfolk, Va.—Chapman & Co. Discontinue Ready-to-Wear Clothing Department.—Chapman & Co., 92 Granby street, have discontinued their ready-made clothing department and will devote themselves entirely to merchant tailoring and furnishings.

Boston, Mass.—Z. Samuels to Carry Sampeck Clothes.—Z. Samuels, furnishings, 81 Summer street, who will add a young men's clothing department, will carry a complete line of Sampeck young men's clothing, made by Samuel W. Peck & Co., New York.

Rockland, Me.—J. C. Pearson Company May Open Branch Factory Here.—It is reported locally that the J. B. Pearson Company, of Boston, manufacturers of men's and children's clothing and overalls, may open a branch factory in this city. It is said that the branch in Belfast soon will be closed.

New York, N. Y.—Morris Marans Succeeded by Two Sons.—The business of Morris Marans, 713 Broadway, formerly at 5 West Fourth street, will be carried on by his two sons, Jacob and Isidore Marans, at the same location. They will couduct the business under the style of Morris Marans' Sons.

Crespo & Gonthier, clothiers and furnishers at Guadalajara, Mexico, are carrying a fine line of ready-made clothing, shirts, furnishings and shoes. The entrance to their busy establishment is on Matamoras street, No. 21, A. L. 35, where their show windows make an attractive appeal to the public.

New York, N. Y.—M. V. Joseph, of Birmingham, in This City Consulting a Physician.—M. V. Joseph, head of the firm of Loveman, Joseph & Loeb, department store, Birmingham, Ala., is in this city consulting a physician. He was recently bitten by a dog which gave signs of having the rabies.

Niagara Falls, N. Y.—Weil Bros. to Move.—Weil Bros. will, on August 1, move from their present store to 1914 Main street, the Schmidt building, which is directly across from the present quarters and which is now being remodeled. When alterations are completed they will have one of the finest clothing stores in New York state, it is said.

Philadelphia, Pa.—Wanamaker & Brown Start July Clearance Sale Two Weeks Ahead of Schedule.—Wanamaker & Brown started their July clearance sale June 22, two weeks ahead of the schedule. Their prices range between "$30 men's and young men's ready suits at $22.50," and "$12 men's and young men's ready suits at $9.50."

Roosevelt and His Son Bought No Foreign Clothing.—In declaring his dutiable property on his return to this country, ex-President Roosevelt said that neither he nor his son Kermit had bought new wearing apparel abroad, except shirts and a few other articles in the furnishings line necessary as a replenishment of their wardrobe.

New York, N. Y.—Two New Directors Elected in the May Department Stores Company—Stock Oversubscribed For.—At a meeting of the directors of the recently incorporated May Department Stores Company, held at the office of the company in New York recently, two new directors were elected. They were Philip Lehman, of Lehman Bros., 16 Williams street, and Henry Goldman, of Goldman, Sachs & Co., 64 Wall street. Goldman, Sachs & Co. and Lehman Bros. have closed the subscription books for the May Department Stores Company 7 per cent cumulative preferred stock, the issue having been oversubscribed.

New York, N. Y.—No Confirmation of Rumored Prospective Change in Eagan, Sindel & Walter.—Isaac Sindel, of Eagan, Sindel & Walter, manufacturers of clothing, at 303 Mercer street, when asked regarding a current rumor in the trade that there is to be a change in his firm shortly, said that he had no statement to make at present.

New York, N. Y.—Gimbel Bros. to Pay Rentals on Store Here.—A representative of the Hudson Companies is quoted as saying that, beginning July 1, the Gimbel store in this city will pay rental on the property at Thirty-fourth street and Sixth avenue, owned by the Hudson Companies. The rental approximates $600,000 annually, which is figured to be 6 per cent on the investment.

New York, N. Y.—Wanamaker's Open Their Basement Clothing Department.—Wanamaker's opened, June 22, their basement clothing department for "all wool clothing at a lower level of prices." Joseph Mulvihill, the assistant manager of the men's wear department, will for the present have charge and buy for the basement department, as Mr. Hollander, the manager of the men's wear department, is at present in Europe.

EASY TO GET.

Secretary (to Mr. Shortribs)—"Here's a letter asking for your autograph."
Mr. S. (busy)—"Very well; write one and mail it."—Trenton Evening Times.

New York, N. Y.—Clothiers' Association of New York Approves of Bill to Limit Effect of Regulation of Interstate Commerce in Convict-Made Goods Between the Several States.—In a letter to John J. Gardner, member of Congress, Washington, D. C., William R. Corwine, secretary of the Clothiers' Association of New York, on behalf of the association, expresses the approval of the association of the bill to limit the effect of the regulation of interstate commerce in convict-made goods between the several states.

Burlington, Vt.—Syndicate Clothing Company Buys Two Stores.—The Syndicate Clothing Company has purchased a men's furnishing store in Orleans and James W. Laughton, who has been employed in the Burlington store for the past three years, will be its manager. The company has also purchased the furnishing store in Barre owned by Smith Bros.' Company. William Allen, formerly of Hopkins & Co., of Rutland, will have charge of this store. Before the fall season both of these new stores will be remodeled and restocked. This company already owns several stores in Maine and intends in the near future to purchase more stores in Vermont. The Barre store will be known as Staples, Allen & Co. J. W. McQueenie, formerly with Brill Bros., of New York, has taken a position with the local store, as has

CIRCUMSTANTIAL EVIDENCE.

Dealer in second-hand clothing (to assistant)—"We can't mark that suit 'fashionable;' it's too shabby."
Assistant—"No; but you might mark it: 'Very much worn!'"—Chips.

MEN'S WEAR.

Leslie Brown, of Barre. T. B. Wright, manager of the Syndicate, announces that he has purchased one-fourth of the company's stock.

Batavia, Ill.—Julius Morris, of J. Morris & Co., retail general merchants of this city, is lying sick in the hospital at Aurora, Ill.

Toledo, O.—Joseph Nast Injured in Automobile Accident.—Joseph Nast, clothing, Summit street, Mrs. Nast, their two children and two other persons were driving in an automobile which was struck and dragged several hundred yards by a railway train. Mr. Nast was badly bruised, while Mrs. Nast suffered a fracture of the skull. It is believed they will recover.

New York, N. Y.—Milton Weber in Sanitarium, Is Report.—Milton Weber, who is reputed to have suffered considerable financial loss through the disappearance of Albert Stein, a dealer in investment securities with whom Mr. Weber had an office after he left the firm of Weber & Heilbroner and before he became an officer of Weber & David, is said to be at a sanitarium in Kingston recovering from a nervous shock. In the absence of Mr. David from the store of Weber and David when inquiry was made, no statement could be obtained.

Philadelphia, Pa.—William H. Wanamaker Reports Business Excellent and Is Optimistic Over Conditions.—When asked as to general business conditions, William H. Wanamaker said: "Our store has been moderately busy all season, and we have no kick coming on this score. The week ending June 26 we went 100 per cent ahead on our tailoring department and things look very bright for the month of July. Saturday, June 25, was one of the biggest days we have yet had; in fact, we did not have enough salespeople to wait on our customers."

Chicago, Ill.—Siegel, Cooper & Co. Inaugurate "Men's Week," Specializing on Clothing, Furnishings, Etc.—Siegel, Cooper & Co. instituted "Men's Week" Saturday, extending to July 2, during which they featured everything needed by men for wear, for business or for sport, "demonstrating," they say, "the superiority of this store as a men's store." Among the merchandise featured were silk half hose at 24 cents, an unrestricted choice of a large line of Prince Albert, Tuxedo, full dress and business suits and spring overcoats at $15; umbrellas, suitcases, trunks, den furnishings, handkerchiefs and other wares.

Minneapolis, Minn.—Maurice L. Rothschild Quoted as Saying That Clothing Will Be Cheaper Next Spring Than in Ten Years; Finds Business Good in Sections Where Living Is Obtained From the Ground.—A local paper prints the following: "Clothing will be cheaper next spring than in ten years," said Maurice L. Rothschild, president of Maurice L. Rothschild & Co., at Radisson Hotel. "Wool is cheaper and it will get still cheaper. The raising of its value has been broken by demand and next fall I think clothing will be 10 per cent cheaper than at present. The trouble with the clothing situation is this: Everyone is beginning to want fine goods made of fine wool. Little fine wool is raised in the United States and we depend on South America and Australia. The American people have been trained through advertising to want the best there is and they demand it in every line of business. Business is good," he smiled, "and conditions in the whole Northwest are good. I find that in the sections where living is obtained from the ground, prosperity abounds. In New York and other parts of the East business is poor. There they depend on speculation for existence. Taft has not the confidence of the speculators and business there is unsettled."

TO PREVENT PRICE CUTTING.

At a meeting of the merchants of Omaha, Neb., for the purpose of forming a more active organization of the retailers, a committee comprising Frank Wilson, Emil Brendeis, John Hussie and W. F. Baxter was appointed to take up the question of organization.

One of the objects of the proposed co-operation will be to eliminate the slashing of prices, it is said, the plan being to keep the cost of goods at normal. The clothiers have, it is stated, practically decided to abolish the custom of holding "one-fourth off" and "one-half off" sales in August. It is also planned to keep prices on straw hats at the same quotation the year round.

It was also agreed that beginning July 5 almost all the large retail stores in this city will close at 9 o'clock every night except Saturday, until September 1.

EVIDENTLY OUR DRESS ETHICS CHART IS NOT USED IN ANAMOSA.

The groom wore a suit of brown plaid, and with a fancy vest and pretty necktie looked his best.—Anamosa (Ia.) Eureka.

Omaha, Neb.—Guarantee Clothing Company.—The Guarantee Clothing Company, 1519-1521 Douglas street, reports that there will be no change in its business on account of the death of S. Arnstein, its proprietor, the business being continued by Mr. Arnstein's son.

St. Louis, Mo.—The Globe Closing Out Dry Goods Departments.—The Globe, Seventh street and Franklin avenue, announces that in order to enlarge the men's, women's and children's ready-to-wear departments, it will sell out completely its dry goods departments.

Chicago, Ill.—Marcus Glick, who for several years past has been connected with Rosenwald & Weil, in charge of their suit department, has resigned from this concern and after July 1 will be engaged with Alshuler, Dreyer & Co., manufacturers of men's clothing, 208 Van Buren street, Chicago.

New York, N. Y.—Mendelsohn-Herbert Company Explain Reason for Application to Change Corporate Style.—It was stated at the offices of Mendelsohn-Herbert Company, manufacturers of juvenile clothing, 41 East Eleventh street, that the reason for their making application to change their corporate style, as reported, from Mendelsohn-Herbert Company to Mendelson-Herbert Company, omitting the letter "h" in the first name, was because of an error in spelling made by the attorney who filed the original corporate articles.

CULINARY NOTE.

Egg—"Well, now, that beats me!"—Philadelphia Bulletin.

Chicago, Ill.—Washington Shirt Company Doing Good Business in Soft Shirts.—Mr. Rossbach, of the Washington Shirt Company, reports business excellent and says that soft shirts with soft cuffs are moving particularly well; also 50-cent hosiery.

Baker City, Ore.—Weil & Co., whose store here burned January 27, have combined with Dilsheimer & Foreman, also of this city, and there is now being constructed for them a new building which will be opened October 15 as a general department store, including a large line of clothing and furnishings. H. W. Foreman was recently in H. M. Lindenthal & Son's showroom, Chicago, selecting his stock.

San Francisco, Cal.—A. Golding Re-enters Business Field.—A. Golding, who recently assigned and subsequently made a settlement with his creditors, as noted, has re-entered the local business field and has opened a clothing and furnishing goods establishment on Third street, near Jessie. Golding, prior to his embarrassment, operated an establishment in Fourth street, near Market, which is now being operated by Frank Bros. under the style of "The Model."

Chicago, Ill.—Summer Clothing Stocks Depleted and Demand Enormous.—It is said by several manufacturers of summer clothes that the demand of the last few weeks has been enormous. The call is for alpaca and serge coats, light outing trousers, crash and linen suits and pants and mohair suits. The late cold season had the effect of curtailing production when it was seen that the demand would not come as early as usual, so that stocks now are low. Some additional lots have been cut in so that the demand can be supplied.

Chicago, Ill.—Harry Block of St. Joseph, Mo., who was in the Chicago market for several days recently, reports that the summer weather of the past two weeks has caused a great improvement in the agricultural conditions throughout the country surrounding St. Joseph. Wheat, hay and oats are ready for harvest and are above the average yield. The condition of the corn has so improved during the last two weeks that an average yield is assured. All in all, crops have improved 50 per cent since the recent cold weather of two weeks ago.

IN DUCKVILLE.

Kid Duck—"Haw, haw, Bill! Here's a guy wearin' evenin' dress in de mornin'! Let's quack him!"—Philadelphia Bulletin.

DECREE PENDING.

Census Taker—"Have you a husband, madam?"

The Lady of the House—"That is a matter the court hasn't decided yet."

New York, N. Y.—Business of A. New & Co. to Be Continued by A. New.—The death of Israel Levine, of the firm of A. New & Co., manufacturers of trousers at 737 Broadway, will occasion no change in the conduct of the business, which will hereafter be continued by A. New alone under the present style.

Philadelphia, Pa.—Strawbridge & Clothier Report Greatest June Business in Their History.—Under the head, "The Most Wonderful June in Our History," Strawbridge & Clothier sail June 30: "To-day rounds out the greatest June business we have ever known—upon the whole, the most wonderful month in the forty-two years' history of this store."

Buffalo, N. Y.—J. C. Perry Reports Satisfactory Business and Outlook for Fall Brighter.—J. C. Perry, of Perry & Co., Philadelphia, was in this market last week, meeting with Robert Weed, of C. A. Weed & Co., and other retail clothiers here. Mr. Perry said that business was satisfactory and that the outlook for fall was brighter.

Philadelphia, Pa.—Simon Kirschbaum Withdraws From A. B. Kirschbaum & Co.—Official announcement is made that Simon Kirschbaum withdraws from the clothing manufacturing firm of A. B. Kirschbaum & Co., of this city. The business will be continued without change and with the same policy that has been in force for fifty years by David Kirschbaum, Eli K. Selig, Morris May and Sidney A. Aloe.

Baltimore, Md.—J. Edward Bird & Co. Close After Being in Business Seventy-three Years.—After seventy-three years of continuous business, J. Edward Bird & Co., department store, Lexington street and Park avenue, closed its doors last week and retired from business. The firm was composed of J. Edward Bird and his brother, Warren C. Bird. The concern was started in 1837 by the late J. Edward Bird, Sr., who died in 1882. He was the father of the owners. At a recent meeting the employes had a set of resolutions engrossed and suitably framed in recognition of the generous and courteous treatment of their employers. They expressed their profound appreciation for the gentle and courteous treatment accorded them. The firm will have offices at 120 North Liberty street.

HAD THE FACTS.

Teacher—"On which ends of the earth are the poles?"

Jimmy—"North and South."

Teacher—"Correct. On which side are the most people?"

Jimmy—"On the outside."—Chicago Journal.

MEN'S WEAR.

Chicago, Ill.—Heringer Bros., Seattle, Wash., representatives for Stony Creek Pants, manufactured by Louis Kraemer & Co., Reading, Pa., are in the Chicago market for a few days, making their headquarters at the firm's Chicago office, room 809, Medinah Building. Their Seattle headquarters are room "D," Pacific Block.

New York, N. Y.—Brill Bros.' Baseball Team Loses Game and Prize of $25 to Bluejackets.—Ball teams representing Brill Bros. and the U. S. S. Connecticut played an interesting game at the Brooklyn Navy Yard June 27. A prize of $25 in cash was offered by Brill Bros. for the winning team, and the bluejackets won by a score of 5 to 2. There were present at least 2,000 spectators, mostly bluejackets, around the field and aboard the U. S. S. Michigan and the Nebraska, anchored just off the athletic field.

HERE AT LAST.—The Jersey Journal.

Duluth, Wis.—Oak Hall Clothing Company Opens New Store.—The Oak Hall Clothing Company, A. and H. Abraham, proprietors, formally opened its new store last week. The store was erected especially for the company and modeled after the ideas of the proprietors, who, some years ago, picked the present site for their future business. The fittings are handsome, the store being furnished throughout in quarter-sawed oak. There are 11,000 square feet of floor space. The firm has been in business here twenty-one years.

New York, N. Y.—Owing to the mixed reports of business the last six months the statement made by Rogers, Peet & Co., in their July fourth advertisement will be interesting. It is as follows: "We're tempted to crow because the six months ending today shows a substantial gain in our business." The foregoing only shows that with an established clothing business a long drawn out spring, even if the weather is cold during a good portion of the time, results in a satisfactory volume of business if a long enough period is compared."

Boston, Mass.—Eastern Overall Company Changes Style.—The Eastern Overall Company, 103 Richmond street, now operates under the name of Touraine Shirt Company, with Louis Cohen as sole proprietor. This corporation, though a young one, reports that up to date the fall sales have been all that could be expected. The concern specializes in $9 goods and has just sold to Jordan-Marsh Company 1,000 dozens shirts for the annual summer sale. J. Bearack, the firm's traveling representative in New York and Pennsylvania, will leave for his filling-in trip about August 1.

Columbus, Ga.—A Columbus Man Honored.—A. C. Chancellor has been elected vice-president of the commercial congress, which closed its session in Atlanta, Ga., recently. Mr. Chancellor is well-known both at home and abroad as a most enterprising, progressive man, and has aided in securing and successfully establishing some of the most important business enterprises and structures in our city.

New York, N. Y.—Brill Brothers Buy Clip of Central Park Sheep; Will Make Some Exclusive New York Styles.—At the sheepfold in Central Park the wool that was clipped in May last from the pedigreed Dorset sheep was sold to Brill Brothers. "It's only a small purchase, about 1,200 pounds, more a matter of sentiment than anything else," said Samuel Brill, in an interview. "As far as the wool will go, in the course of time, we will make from it special patterned suits, and a few men with some local pride will get them."

St. Louis, Mo.—May Department Stores Company.—A certificate authorizing the May Department Stores Company of New York, with a home capital of $20,000,000, to do business in Missouri, has been filed wth the Secretary of State. The amount of capital to be used here is $1,996,456.

A local paper recently contained an interesting interview with Moses Shoenberg, vice-president of the May Department Stores Company. He would give every young man a chance, but advises beginners to choose a congenial vocation, as he says there are too many misfits in jobs. The article also gave a brief outline of Mr. Shoenberg's business career.

Fall River, Mass.—Demand Here Is Not for High-Priced Clothing and Furnishings.—A tour of the department, clothing and furnishings stores in this city by our representative reveals the fact that there is little demand at present for high-grade clothing and furnishings. The majority of suits are sold at prices ranging between $8 and $16.50, the tendency being for suits at $10 and $12. Shirts are wanted ranging between 50 cents and $1, while hosiery is in demand at 25 cents and neckwear of the cheaper grade. This trend of demand is, of course, largely attributable to the fact that nearly half of the population is of foreign birth, employed in the local mills. Some retailers here say the retail business had grown too fast in proportion to the population of the city.

New York, N. Y.—Henry Epstein, who has been the junior partner in the firm of J. Wener & Co., 708 Broadway, since its inception, will withdraw from that firm this fall in time to prepare for the next spring season with Charles Douglis Company, makers of "National Student Clothes" for young men, 718 Broadway, New York, with whom he will join forces. The new concern was incorporated a few days ago at Albany, N. Y., with an authorized capital of $100,00, under the style of Epstein-Charles Douglis Company. The new company will continue at the old address. Mr. Epstein will call on his old trade as heretofore. Reuben Mack will continue with the new company, of which he is one of the incorporators, and will cover his old territory as usual. The new combination is generally regarded in the trade as an excellent one and a successful future is predicted for it.

(Continued on page 105).

FURNISHING GOODS NEWS

Boston, Mass.—A. E. Phinney Returns From Europe.—A. E. Phinney, furnishing goods buyer for Jordan, Marsh Company, returned from Europe on Saturday, June 25.

Mauston, Wis.—Glove Factory to Be Opened Soon.—F. J. Dunn of Welch, Minn., is rapidly completing arrangements for opening his glove factory in this city. Forty hands will be employed.

Chicago, Ill.—Mr. Rossbach, of the Washington Shirt Company, reports business excellent and that the soft shirts with soft cuffs are moving particularly well, as is also fifty-cent silk hosiery.

Ilion, N. Y.—New Glove Factory to Be Opened.—Robert Williams, of Gloversville, has leased the fourth floor of the Grand Theater Building and will manufacture gloves, employing 100 operatives.

New York, N. Y.—Cool Gray Silk Gloves for Men.—Wanamaker's call attention to gray silk gloves for men. They say: "Gray suit, gray scarf, gray hose, gray gloves, look like an ice-cold symphony."

Chattanooga, Tenn.—Brooke & Robinson Make Big Profit on Store Property.—Brooke & Robinson, wholesale dry goods, notions, etc., who recently purchased the site of the Askin & Marine Company's clothing store for $30,000, are reported to have sold it for $45,000.

Philadelphia, Pa.—New Shirt Manufacturing Firm.—D. Olchinetzky, Sons & Co. have just opened a plant for the manufacture of shirts at 124 North Third street, in the building formerly occupied by the firm of Dorph & Stein, who were engaged in the same business.

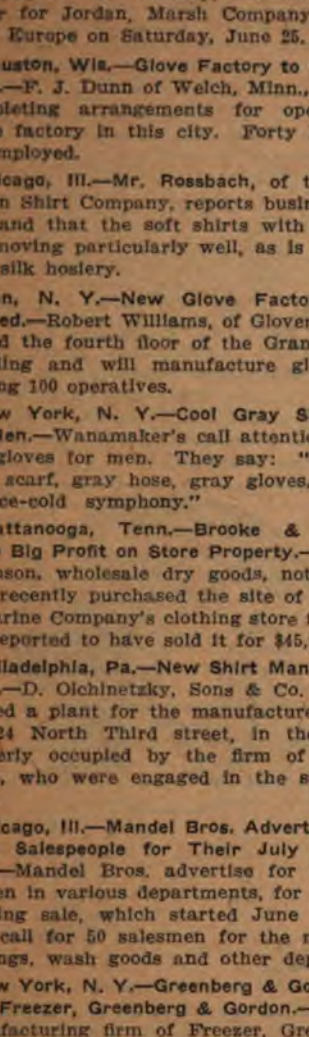
Chicago, Ill.—Mandel Bros. Advertise for 550 More Salespeople for Their July Clearance Sale.—Mandel Bros. advertise for 500 saleswomen in various departments, for their July clearing sale, which started June 29. They also call for 50 salesmen for the men's furnishings, wash goods and other departments.

New York, N. Y.—Greenberg & Gordon Succeed Freezer, Greenberg & Gordon.—The shirt manufacturing firm of Freezer, Greenberg & Gordon of 26 Lispenard street has been dissolved by the retirement of Mr. Freezer. The business will be continued by the remaining partners under the style of Greenberg & Gordon.

Peekskill, N. Y.—Peekskill Suit Manufacturing Company to Incorporate and Begin Operations at Once.—Papers of incorporation of the Peekskill Suit Manufacturing Company have been filed with the Secretary of State at Albany. The company will have a capital of $10,000 and will engage in the manufacture of a line of goods similar to that made by the T. J. Maxwell Company, manufacturers of pajamas, etc., this city. William Schwartz, who for some time has been the designer for the T. J. Maxwell Company, will be the general manager and one of the principal stockholders of the new company.

Knoxville, Tenn.—Knoxville Suspender Company Will Reopen Soon.—The Knoxville Suspender Company, which sustained considerable damage by fire on Sunday in its building, State street and Union avenue, will reopen for business as soon as possible. The loss is covered by insurance.

Rochester, N. Y.—Randall, Green & Baker Reorganized.—H. W. Wilson, formerly of Penn Yan, N. Y., has been elected president of Randall, Green & Baker, Inc. F. H. Randall is vice-president, and E. W. Smith, secretary. The business, according to Mr. Wilson, will be continued under the same title and with increased capital. Creditors of the former company have received checks for 75 per cent of their claims in full settlement. Mr. Wilson, it is understood, furnished the capital necessary to make the adjustment. At the time the settlement was made the liabilities were placed at $4,000, and the nominal assets, consisting of stock, fixtures and outstanding accounts, about $10,000.



CANDID.

"Say, are those fifty-cent umbrellas you are selling really any good?"

"Well," said the store man candidly, "they're all right to stop a car with."

MEN'S WEAR.

COMMENCEMENT OF THE BATHING SEASON.

Bathing Man—"This is the only one I've got left, mum. Will yer try and make it do?"
—Ally Sloper's Half Holiday.

Chicago, Ill.—Hub Holds Sale of Men's Shirts at $1.35.—The Hub has announced a sale of 1,000 dozen shirts at $1.35, "regularly $2 and $2.50, made of high grade fancy madras, French cord and self-figured white shirtings, assembled from various importers, at an extraordinarily low price, and made up especially for us by one of America's foremost shirt makers."

New York, N. Y.—"New Combination for Summer."—Lord & Taylor are calling attention to the "new combination for summer," a garter that does not touch the skin and a hose that is made a trifle longer than the usual length, so that the garter can be worn loose and the hose remain up without a wrinkle. Hose, 25 cents, 35 cents and 50 cents; garters, 25 cents and 50 cents."

Chicago, Ill.—Beachey & Lawlor Report Exceptionally Good Season.—Beachey & Lawlor, furnishings, First National Bank building, say that they have had an exceptionally good season and that the last two weeks make it almost imperative for them to take the same length of time to rest up. A substantial increase has been made each month and the increase so far this month exceeds that of the previous months.

A MORNING WISH.

I would I were a crocodile
To wallow in the mud,
And then I wouldn't have to fix
My collar on my stud.—Chicago Journal.

Boston, Mass.—Burt T. Matthews, one of Boston's exclusive haberdashers, has opened a men's furnishing shop at 629 Washington street, that is only 8 by 10 feet. In this tiny store he carries a complete line of Arrow, Lion, Redman and Royal Brand collars, Lord & Taylor's hosiery, Keiser neckwear, and small furnishings, such as collar buttons, hose supporters and suspenders. The store has two display windows, 22 inches by 14, in which are shown a fine line of hosiery and neckwear. This store is said to be the tiniest men's shop in the United States.

New York, N. Y.—Rogers, Peet & Co. Offer Silk Socks at 35 Cents a Pair.—Rogers, Peet & Co. on June 28 offered "21,500 pairs of pure silk socks at 35 cents a pair." Regarding the sale they said: "Last summer we got from one of our German manufacturers some pure silk socks which we sold at 50 cents. That was then an unheard-of price for pure all-silk socks, and the 13,000 pairs, which were all we could get, were all too few. Since then there have been some other good silk socks sold at 50 cents, so we decided we must do better.

"Increased competition among German manufacturers helped us, not to speak of the scare they've had from the production of competing lines in America.

"Result—today's blast, for which we've been preparing for months.

"These socks are identical with those we sold last season at 50 cents.

"They are pure silk by our own test. Very thin, as fashion demands. Nine plain colors, with plenty of blacks."

The conditions indicated in the above ad were predicted in "Men's Wear" and the "Chicago Apparel Gazette" at the time of the passage of the Payne-Aldrich tariff bill.

SUSPICIOUS

Willy—"Gee! Somebody must have had an awful spite at me when they gave this kind of a cane to dad."

New York, N. Y.—A. Miller to Go With Stag Brand.—Announcement was made July 1 that A. Miller, formerly foreman for the Bachrach Company, manufacturers of neckwear, 15 West Twenty-fourth street, will hereafter be connected with the Stag brand neckwear, 32 Union square.

Chicago, Ill.—Says Brown Will Be the Popular Color for Fall.—Mr. King, of Carter & Holmes, on looking over his orders for neckwear for fall delivery reports that brown is coming in and is going to be the popular color for fall. In fact, the orders for brown ties are coming in about as fast as those for lavender ties, which always have been popular sellers.

Chicago, Ill.—Forest Ferguson, of Ferguson-McKinney Dry Goods Company, St. Louis, was in this city Saturday, June 25, on one of his regular trips to the firm's Chicago office. Mr. Ferguson states that business in the St. Louis territory shows a wonderful improvement owing to more seasonable weather. He

DEEPLY INTERESTED.

Mabel—"Oh, I'm just awfully interested in baseball! I have a cousin who belongs to a college bunch."

George—"Indeed! And what position does he play?"

Mabel—"Well, I forget just now whether he's a knocker or a stopper."—Waterbury Republic.

looks for many buyers in the St. Louis market during "Made in St. Louis" week, which is to be held there the third week in August. He further states that their business during the last twelve months previous to June 1 was the largest in the history of the house of Ferguson-McKinney and that trade during the last half of that period was larger than during the first six months. Mr. Ferguson is feeling very optimistic and is looking forward to an excellent fall business, which he claims will be gradual, but firm.

Boston, Mass.—Mr. Finney, Buyer for Jordan-Marsh Company, Reports Business Good in Europe; Glove Manufacturers There Sold Out.—Mr. Finney, buyer of men's furnishings for Jordan-Marsh Company, who has just returned from a buying and inspection tour of London, Paris, Brussels, Berlin, Vienna, Lyons and Chemnitz, says that, owing to the intolerably hot weather, business in London and on the Continent was considerably better during May and June than it was in the United States. He said that European manufacturers and retailers predict very good business for the coming months, especially those in London, as the period of deep mourning is over. Glove manufacturers are sold out. Mr. Finney said he had difficulty in placing orders for fall gloves, and that it is almost impossible to place an order now for cape gloves with squirrel linings.

BARELY SAVED.

"Och, Patsy, darlint, are yez drowned?" asked Mrs. O'Donophy of her husband as he came in dripping.

"No, Bridget, but I wint down twice before I iver kim up."—Trenton Evening Times.

Chicago, Ill.—It's All Right When You Want to Purchase a Pair of Silk Hose and Obtain Same at 50 Cents, But Is It Not a Shame for the Other Fellow to Imitate Your Brand of Imported Neckwear at That Price?—A well-known neckwear manufacturer in talking with a representative of this paper the other day said: "It is a shame the way the knit tie industry has been hurt by the cheaper imitations. This is especially true in regard to these all silk knit ties. Now here, for instance, is a new imported all silk knit tie which I have no doubt will shortly be imitated over here in the 50 cent goods." Shortly after delivering himself of the above, this same manufacturer crossed one leg over the other, pulled up his trousers, displaying an expanse of silk hosiery, and incidentally remarked: "Say, isn't that a peach of a pair of silk hose for 50 cents?"

New York, N. Y.—William G. White Company to Manufacture.—William G. White, who operates several men's furnishings stores in New York City, has acquired the shirt manufacturing plant formerly operated by Clinton H. Smith, Newark, N. J., and formed a company to be known as the William G. White Company to manufacture high grade shirts, custom and stock, pajamas and athletic underwear. While considerable of the factory's output will be for Mr. White's own stores, later, when the factory organization is completed, he will be in position with the new company to take on several additional accounts and manufacture for them, making shirts, pajamas and athletic underwear to order and for stock. Only high-grade lines retailing from $1.50 up, and specializing on custom shirts at four shirts for ten dollars and up at retail, will be made in the company's plant.

WOULD LOOK SO.

Hen—"Looks like they would have sense enough to light when they are ready to lay."—Chicago Daily News.

New York, N. Y.—John Claflin's Controlling Interest in Lord & Taylor to Be Acquired by United Dry Goods Companies.—John Claflin recently acquired a controlling interest in the business of Lord & Taylor, and this interest is to be turned over to the United Dry Goods Companies, of which he is the head. A special meeting of the stockholders of Lord & Taylor has been called for July 19, at 3 o'clock. At this meeting, which will be held at the offices of Lord & Taylor, a proposition to increase its capital stock from $5,500,000 to $6,500,000, at the par value of $100 each, will be voted upon. It is expected that it will not be long before an election of officers is held, and that the office of president, which has been vacant since the death, last September, of Edward P. Hatch, will be filled. Joseph H. Emery, the vice-president and secretary of the corporation, as predicted previously, is expected to be the new president.

AN EASY ONE.

Grace—"You can laugh all you want about that fortune teller, but she told me one thing that was true."

Harry—"What was that?"

Grace—"Why, when she found out about our engagement she said right off that the wedding was set for June."—Spokane Chronicle.

New York, N. Y.—Special Meeting of Stockholders of the Tefft, Weller Company Called.—A special meeting of the stockholders of the Tefft, Weller Company, the business of which is to be liquidated, has been called to ratify the action of the board of directors in approving the recommendation of the advisory board that the business be liquidated. The meeting is to be held on July 11, and it is expected that the bids for the indebtedness will be made public. Considerable interest is being shown by buyers in department stores, both in this and other cities, in the company's stock of merchandise, which, as reported, is roughly estimated to be worth about $700,000. Buyers from several large department stores in nearby cities are spending considerable time in looking over the merchandise, with a view of making a bid for it, either in bulk or in lots. The highest bid, it is understood, will be submitted to the stockholders at the special meeting, for their consideration, and the general opinion still is that the bid of John Claflin will be the successful one for what portion of the merchandise he wants. To-day the liabilities of the company are placed at $1,200,000, a reduction of about $600,000 since the company's last financial statement of its condition, on May 31.

BUSINESS CHANGES

El Reno, Okla.—D. C. McClung & Co., clothing and men's furnishings, are succeeded by Clark & Stokes.

Barre, Vt.—Smith Bros. Sell Out.—Smith Bros., clothing and shoes, have sold to Charles E. Allen of Rutland and a Mr. Staples.

Caribou, Me.—Garden Clothing Company.—A. A. Garden and Ira A. Sutherland, who have conducted a clothing store here for a number of years under the above name, have dissolved partnership and sold the business.

Wilkes-Barre, Pa.—Abe Litman Changes Firm Style.—Abe Litman, clothing and men's furnishings, here and at Edwardsville, has admitted his brother Harry to an interest, changing the style to Litman Bros.

Black River Falls, Wis.—L. C. Jones Company to Succeed Jones & Marsh.—The L. C. Jones Company has been organized to succeed the firm of Jones & Marsh, clothing, and will occupy the Picus building. A new stock has been purchased.

Boston, Mass.—William Roper Curtis Sells Washington Street Store to Sarnoff.—William Roper Curtis, hats and furnishings, has sold his store at 283 Washington street to the Sarnoff Hat Company, which takes possession on August 1. Mr. Curtis retains his store at 218 Essex street.

Barre, Vt.—The Arcade Goes Out of Business.—The Arcade, clothing and dry goods, corner of North Main and Pearl streets, L. Ginsburg, New York, proprietor, has gone out of business.

Barre, Vt.—Alex Corey & Co. to Change Name.—Alex Corey & Co., clothing and dry goods, Depot square, will soon remove to much larger quarters in the Tomosi block, 255 North Main street. The firm name will be changed to the American Clothing Company.

Washington, D. C.—Pettit & Co., Clothing, Men's Furnishings, Etc.—David J. Grinsfelder has purchased the entire interest of his partner, Mr. Pettit, who retires from the clothing business. Mr. Grinsfelder will continue to use the old style of Pettit & Co.

Chattanooga, Tenn.—Amster Bros. & Co. Dissolve Partnership; J. Amster to Continue.—Amster Bros. & Co., clothing, have dissolved partnership, and the entire stock and good will have been purchased by J. Amster, who will conduct the business in future.

Barre, Vt.—Smith Bros. Sell to Staples-Allen Company, Inc.—Smith Bros., clothing and shoes, have sold to the Staples-Allen Company, Inc. The concern consists of Mr. Staples and Mr. Wright, of Portland, Me.; Mr. Allen, of Rutland, Vt., and T. B. Wright, of Burlington, Vt.

Seattle, Wash.—Burnside Discontinues Second Avenue Store.—Burnside, manufacturer and retailer of men's $2 hats, has discontinued the store which he recently opened at 106 Second avenue, south, and has removed the stock to his store at Third avenue, near James street. Burnside has also a large retail store at Fourth avenue and Union street.

Indianapolis, Ind.—Schloss Bros. Buy Bliss, Swain & Co.'s Store for $108,000.—For a consideration said to be about $108,000, Sol and Eli Schloss have purchased the store of Bliss, Swain & Co., clothing, etc., East Washington street, with the expectation, it is understood, of making it the headquarters of their chain of clothing stores. The sale was made owing to the death of George W. Bliss, one of the partners. The new firm will be known as the Bliss-Swain Store, Schloss Bros.

Cleveland, O.—Charles A. Bond Company, incorporated. Wearing apparel. Capital, $100,000. Incorporators: C. D. Sample, Charles A. Bond, Frank H. Bond, C. D. Perrine and T. V. Malone.

CO-OPERATION OF THE CLERGY AS CREDIT FACTOR.

THE Texas Retail Merchants' Association, in annual convention at Houston, Texas, adopted a resolution providing for the appointment of an attorney to aid the legislative committee in watching legislation affecting mercantile interests. In order to provide a penalty for the practice of settling bills by checks which are uncovered in the bank, the resolution committee recommends the passage of a bogus check bill and another prohibiting the moving of bankrupt stocks and the auctioneering and sale of same in towns and cities under the present tax law. The resolution also favors increasing the peddlers' tax.

In the course of the meeting, J. E. Surratt, of Hubbard City, told how they got the co-operation of the ministers of that place to help the backward customers pay their bills. "We take the preachers into our organization," declared Mr. Surratt, "and whenever they want to know whether their members are settling their bills we tell them. Our preachers hold that a man cannot be a good church member unless he meets his obligations, so you see they are a great help to us."

"Well, dad, I'm all ready to take over the business!"—From the Cleveland Plain Dealer.

Goshen, Ind.—Quality Clothes Shop. Capital, $10,000. Incorporators: W. S. Felkner, Albert E. Lamson and Charles H. Ker, all of Warsaw.

Spokane, Wash.—Spokane Glove Company. Capital, $10,000. Incorporators: George P. Yukom, John A. Klehn, Fred Sheel and G. W. Clason.

Chicago, Ill.—A. H. Lyon, of New York City Lyon Brothers, arrived in Chicago this Tuesday morning. He reports general business in New York as very dull.

Sioux City, Ia.—Hicks-Fuller-Pierson Company, wholesale dry goods, Sioux City. Capital, $300,000. Incorporators: D. B. Fuller, president; E. L. Hicks, vice-president and treasurer, and E. C. Pierson, secretary. Company will open for business in Boston block, East Fourth street, about Nov. 1.

St. Paul, Minn.—Aberwald & Drake of 104 East Fourth street have formed a stock company and rented the large double store at 99-101 East Sixth street, where they are going to open a strictly "up to date" men's wear store. These people originally carried only a line of furnishing goods and hats, but a complete line of men's clothing of the higher grades will be added. Work is now being done upon the remodeling of the store. An arcade will be built giving them some 200 feet of window display space, which, with a mosaic tile entrance at each side of the frontage, when lighted with many clusters of Tungsten lights, will make a very attractive store. The finish on the interior woodwork will be of fumed oak with Florentine blue Vermont marble trimmings. The new store has a frontage of 50 feet and a depth of 125 feet. The clothing stock will be carried in a line of cabinets down the center of the store. The firm expects to move to their new quarters about Aug. 15.

Bulletin Press Operated by Typewriter—A Possibility for Store Advertising.—An automatic bulletin press is being manufactured by the Electric Press Bulletin Company, Philadelphia, which, it is believed, will revolutionize newspaper, railway station and store bulletin service all over the world. By the use of the new press, a typist sits at his desk, which may be any distance from the press, and writes the bulletins on his typewriter, the keyboard of which has electrical connection with what is known as a sunflower electrical selector, a controlling part of the bulletin press. The instant a letter on the typewriter keyboard is touched, the same letter is printed on the roll of paper on the press. An additional feature which, among many others, allies the bulletin press closely with the stock ticker, is that many bulletin presses may be operated from the same typewriter, all printing the same bulletins simultaneously. The device seems to offer many points of attraction as a means of rapid fire store window news.

KNIT GOODS.

Easton, Pa.—New Knitting Mill.—Elijah H. Keiper and Harry L. Keller have established a knitting mill on West Spruce street, employing 15 hands.

Fort Wayne, Ind.—Old Fort Knitting Mills Increasing Common Stock.—The Old Fort Knitting Mills are increasing the common stock from $100,000 to $150,000.

Grand Rapids, Mich.—New Clark Knitting Mill in Operation.—The work of installing the machinery in the recently erected factory building of the Clark Knitting Company has been completed. The factory is believed to be the finest plant of its kind in the state. The company manufactures all kinds of underwear.

Woonsocket, R. I.—Land and Buildings of Glenark Knitting Company Sold at Auction.—The land and buildings of the Glenark Knitting Company, located at Glenark and Sayles streets, have been sold at auction to William J. Dunn of Fall River, on his bid of $24,075. The purchaser also assumes the unpaid taxes on the property, which amount to $1,037. The property is taxed for $61,000. At one time the Glenark plant was considered the largest knitting factory in the world.

CHANGES AMONG BUYERS

Amarillo, Tex.—New Manager for Dundee Woolen Mills.—L. W. Patton of Dallas has become manager of the Dundee Woolen Mills, tailors, this city.

Reading, Pa.—F. M. Delstine, clothing buyer for Lord & Gage of this city, has resigned his position and accepted a similar one with the W. F. Gable Company of Altoona, Pa.

Boston, Mass.—Keep Manufacturing Company's Local Store Under New Management.—C. P. Tighe and E. F. White now manage the Keep Manufacturing Company's Boston store, men's furnishings and manufacturers of shirts, succeeding F. E. Walker.

Burlington, Vt.—Frederick Miner Now With the Royal.—Frederick Miner, for several years with Frank Carpentier, dry goods and men's furnishings, Winooski, Vt.; has resigned and accepted a position with the Royal, dry goods, H. H. Bradley & Co., proprietors.

Mt. Carmel, Pa.—Frank Miller, Manager of Mt. Carmel Department Store.—Frank Miller, until a few months ago with C. C. Leader & Son, Shamokin, and recently with Gimbel Bros., Philadelphia, has been appointed manager of the Mt. Carmel Department Store.

Springfield, Mass.—New Manager of Scotch Woolen Mills Company's Local Store.—George E. Dutton, formerly a retail clothier at Oneida, N. Y., and recently with a New Haven clothing store, has been appointed local manager for the Scotch Woolen Mills Company.

St. Louis, Mo.—Harry Bieberstein, who for the past 13 years has been with Schmitz & Shroder as buyer of the boys' department, resigned July 1 to go in business for himself, as reported elsewhere in this paper. He is succeeded by Henry C. Sherman, who has been his assistant for the past ten years.

Boston, Mass.—Charles E. Finn Succeeded by R. W. Brown as Head of Browning, King & Co.'s Hat Department.—R. W. Brown, formerly of A. Shuman & Co., clothing, succeeds Charles E. Finn as head of the hat department of Browning, King & Co.'s Boston store. Mr. Finn is now on the road for Browning, King & Co.

Philadelphia, Pa.—M. H. Gibson, Formerly Superintendent of Gimbel Bros. Subway Store Here, Appointed Basement Merchandise Man in New York Store.—M. H. Gibson, for the past eight years superintendent of Gimbel Bros.' subway store in this city, has been appointed basement merchandise man in the New York Store of Gimbel Bros.

New York, N. Y.—Appointment of S. E. Millington as Superintendent of Brill Brothers' Store at 279 Broadway Made Permanent.—The appointment of S. E. Millington as temporary superintendent of Brill Brothers' store at 279 Broadway has been made permanent. Mr. Millington, who was formerly doorman at the establishment, succeeds F. H. Harrington.

New York, N. Y.—L. Goldberg and Nathan M. Ohrbach, of Ehrich Bros., to Go to Baltimore.—L. Goldberg, general buyer of merchandise for Ehrich Bros. since January 1, has accepted a position as general manager for A. A. Brager of Baltimore. Prior to going with Ehrich Bros. Mr. Goldberg was general merchandise man for A. I. Namm of Brooklyn for fifteen years.

New York, N. Y.—A. E. Pope Resigns as Hat Buyer for Browning, King & Co.'s Broadway Store to Go With George W. Allen of Philadelphia.—A. E. Pope, who has been hat buyer at Browning, King & Co.'s Broadway and Thirty-second street store for some time past, has resigned to go with George W. Allen of Philadelphia, where he will have charge of the hat, umbrella and cane departments.

Chattanooga, Tenn.—Henry Stewart to Resign as Manager of Collins Company.—Henry Stewart, manager of the store of the Collins Company, credit clothing, will resign to accept a similar position with another credit house here.

New York, N. Y.—Frank A. Williams Appointed Resident Buyer of Hats for All Stores of Browning, King & Co.—Frank A. Williams, for ten years hat buyer for Browning, King & Co.'s Kansas City store, has been appointed resident buyer of hats in this city for all of Browning, King & Co.'s stores throughout the country. Mr. Williams in conjunction with the buyers from several of the stores will buy for all stores twice a year.

OBITUARY.

Omaha, Neb.—Sigmund Arnstein, proprietor of the Guarantee Clothing Company, 1519 Douglas street, and of the Nebraska Shoe and Clothing House, South Omaha, is dead, aged 55 years. He had been in the clothing business 24 years. He leaves a family.

SAMUEL COHN DIES.

SAMUEL COHN, for fifty years a resident of Muscatine, Iowa, and prominent in business circles, is dead, aged 70 years, his death following an illness of three years' duration. A wife, a son and a daughter survive him.

Mr. Cohn, who was born in Germany, came to this country in 1854 and six years later went to Muscatine, where he began work for the clothing firm of Silverman & Bros. He later succeeded this firm under the name of S. & L. Cohn and in 1905 the company was incorporated as the Cohn Mercantile Company, of which Mr. Cohn was president. Up to within the past few years, when ill health compelled him to give up active business life, he was connected with the local banks and was interested in civic affairs.

The funeral services were held under the auspices of the Masonic fraternity and as a mark of respect five clothing establishments in the city were closed for two hours on the day of the funeral.

Fargo, N. D.—Ike Herbst, a pioneer department store man, committed suicide.

St. Louis, Mo.—Felix R. Sweeney is dead, aged 31 years, connected with the Rice, Stix Dry Goods Company as a traveling salesman.

Norwalk, Conn.—Henry I. Smith, for many years a prominent hat manufacturer here, and a member of the firm of Smith & Palmer, is dead, aged 77 years.

Detroit, Mich.—Emanuel Schloss, of the firm of Schloss Bros., clothing manufacturers, died June 20 after a short illness, aged 87 years. Mr. Schloss had retired from business 12 years ago.

Camden, N. J.—Isaac C. Toone, head of Toone & Hollingshead Company, department store, died at his home, 310 North Sixth street, Philadelphia, aged 66 years. He leaves a widow, one son and two daughters.

New York, N. Y.—Solomon P. Abarbanell, an underwear manufacturer, is dead of typhoid fever at his home, 64 West One Hundred and Twenty-eighth street. He was 50 years old, was born in Germany and came here in 1882. His widow survives.

Denver, Colo.—Gaylord C. Clark, for eight years assistant superintendent for the Denver Dry Goods Company, died at his residence, 586 South Broadway. He resigned his position last fall on account of failing health. He leaves a widow and a sister.

Chicago, Ill.—Henry L. Pitcher.—The funeral of Henry L. Pitcher, who died on June 21 at his home, 5729 Winthrop avenue, Edgewater, at the age of 63 years, was held June 24. Mr. Pitcher was at one time manager of the store of Browning, King & Co. at Kansas City, and later came to this city to become manager of their retail store here. He had not been connected with Browning, King & Co. for the last 10 years.

Dayton, O.—Mose Cohen, Clothing and Furnishings.—The body of Mose Cohen, who di appeared completely in January last when an adjustment of his affairs, then in bankruptcy, was about to be consummated, and for whom a reward of $500 was offered, was found in a river near this city June 24. The features were unrecognizable, but a watch and pocketbook found in the clothes of the drowned man established his identity. No marks of violence were apparent, and it is the belief of many here that Mr. Cohen committed suicide while suffering from the depression caused by his failure.

Mr. Cohen was about 46 years of age, and had been in business for over 14 years. He was interested in many civic matters and for several years gave liberally to charitable institutions and tendered yearly dinners to newsboys. When he filed a voluntary petition in bankruptcy last December, scheduling his liabilities at $118,000 and assets of $52,000, friends of his said that he would never recover from the blow. He went to New York to assist in consummating a settlement of 40 per cent, which was generally accepted, and many of his creditors there offered to help him in effecting the settlement and to assist him in every other way possible. Mr. Cohen declined this assistance. He left New York to return to Dayton, but he was not seen alive here again. Only recently Cohen's business was sold by Receiver Rauh to W. H. Griffith and M. E. Entzminer, trading as the Continental Clothing Company, of Green Bay, Wis., as reported in our last issue. Mr. Cohen was at one time interested in the Men's Fashion Shop, of this city, and organized the Phillips Company, a mail order house. He was a member of the Masons, Elks and Knights of Pythias.

STORE IMPROVEMENT AND ENLARGEMENT

Lansing, Mich.—J. W. Knapp & Co. Making Extensive Alterations.—Alterations and additions which will double its capacity will be started at once on the J. W. Knapp & Co. store. Several new departments will be included.

Utica, N. Y.—Permit for New Roberts Store.—A building permit for John A. Roberts & Co.'s new department store has been secured. The building will cost $325,000, and it is to be completed for the holiday trade. The razing of the old Butterfield House is under way.

Dowagiac, Mich.—Clothing Store Buys Building; Will Enlarge and Remodel.—The Phillipson Clothing Company, Jacob Hirsh, of Chicago, part owner, has purchased the building in which it is located, and will remodel it, putting in new glass fronts, and will use the entire building for its business.

Albany, N. Y.—Improvements in Savord & Colburn's Men's Store.—New cases and clothing cabinets have been installed by Savord & Colburn, men's outfitters, 73 State street, in the store which they have leased, formerly occupied by J. D. Johnson. Savord & Colburn will handle Hart, Schaffner & Marx' clothes exclusively.

Savannah, Ga.—B. H. Levy, Bro. & Co. Make Improvements.—The store of B. H. Levy, Bro. & Co., "outfitters to men, women and children," is to be greatly improved. The interior is to be entirely done over in modern style. A new floor is to be added to the building, but this will probably not be done before next spring—possibly later.

Boston, Mass.—Leopold Morse Company's Second Floor Equipped With New Clothing Racks.—The Leopold Morse Company has furnished its entire men's clothing department on the second floor of the store with double bar, oxidized copper clothing racks, each to hold 100 coats. The racks were supplied by the Hermann Manufacturing Company of Cincinnati, O., and will be used in summertime to carry blue serge coats and in cold weather for overcoats.

Boston, Mass.—H. Ulin & Co., clothiers, will make extensive alterations in their store at Hanover and Union streets. After all changes are completed the store will have double its present selling space and will have display windows with 125 foot frontage. The firm now carries only clothing and hats, but after September 1 a complete line of men's furnishings will be carried, making this store an up-to-date men's shop. S. H. Sanger will have complete charge of the store.

Savannah, Ga.—B. H. Levy & Bro. to Make Improvements.—B. H. Levy & Bro., clothing and furnishings, will completely renovate the main floor of their store on Broughton street. New showcases will be put in, the clothing tables will be dispensed with and sliding frame cabinets installed. Above the cabinets will be a mezzanine floor to be employed in reaching a series of shelves to be used for handling the stock of furnishings, etc. The firm intends to add another story next year.

Boston, Mass.—Z. Samuels Will Enlarge His Store and Install Complete Young Men's Clothes Shop.—Z. Samuels, furnishings, of 4 Bromfield street and 81 Summer street, has renewed his lease on his Summer street store, taking in the basement, containing 3,400 square feet, and an addition of 400 square feet on the present store floor. All this additional space will be fitted up with modern fixtures as an exclusive young men's clothes shop. James E. King, formerly with Saks & Co., New York, and L. P. Hollander, of Boston, will assume complete charge of this new department. Mr. Samuels says that after the alterations are completed his store will be the finest clothes and furnishing shops in Boston.

Sterling, Colo.—Simon Raabe, clothier, will enlarge his store this month, taking in the room now occupied by the jewelry firm of Tobias & Son. This will give a 50-foot frontage by 75 feet deep. The front will be plate glass, modern, and the interior of the store will be fitted up with modern fixtures.

Minneapolis, Minn.—Dayton Dry Goods Company to Build Another Extension.—Plans have been drawn for a further extension of the annex to be erected by the Dayton Dry Goods Company. As before noted, the corporation recently acquired additional property adjoining the proposed annex and extending towards Eighth street. On this an eight story building, 40 by 50, will be erected. It will be of concrete construction, brick exterior, steam heat, electric wiring, plumbing, gas, wired glass windows and will cost $35,000.

SUCCESSFUL CLOTHIERS ERECT UNIQUE BUILDING.

A REPRODUCTION of the Metropolitan building, which, as reported in our March 23 issue, is being erected by the Gano-Downs Company, clothiers and furnishers, Denver, Colo., is shown here. The building will not be occupied by the store of this concern, but the first floor will be divided into small stores and every floor above the first floor will be rented to physicians, surgeons and dentists only. The equipment of the building will include every convenience for these professional men. There will be a large medical library and a well-lighted operating room on the top floor.

An interesting story in connection with the building is that Mr. Gano left for an extended trip in Europe at the time the plans were completed for erecting the building, and by the time he reached New York, Mr. Downs, his partner, wired him that four floors had been rented. At the time he reached London he received a cable that the fifth floor had been rented and on going on to Rome he received another cable stating that all the space had been taken.

Boston, Mass.—Jordan-Marsh Company to Build Addition.—Jordan-Marsh Company will erect a building on Avon street, which will give them a store 136 feet wide, 500 feet long and nine stories high.

San Francisco, Cal.—L. H. Billings Opens Larger Store.—L. H. Billings, clothing, etc., has discontinued his store at 2484 Mission street and moved to larger quarters at 1981-85 Mission street at Sixteenth.

Palestine, Tex.—William Branagan Company in New Quarters.—The William Branagan Company, men's furnishings, Main and Spring streets, whose store was recently damaged by fire, are remodeling it, installing modern glass fronts and making other improvements.

Philadelphia, Pa.—New Wanamaker Building Completed.—The big new Wanamaker building, "the largest structure in the world devoted to retail commerce," is now completed. The new Wanamaker store covers a full city block and is 480 feet long from Chestnut to Market street, reaching 12 stories. The total floor area of the store is nearly 45 acres. The building has been in course of construction since April 26, 1904. Mr. Wanamaker laid the cornerstone July 12, 1909, and on June 18 he placed the final stone in the middle of the roof on the Thirteenth street side. On it is the following inscription: "Let those who follow me continue to build with the plumb of honor, the level of truth and the square of integrity, education, courtesy and mutuality."

New York, N. Y.—Gimbel Store Positively to Open September 15—Novel Opening Planned.—The Gimbel Store will be ready for business by September 15, it is stated, as all the inside contractors have been given notice that they must finally turn the store over by September 1. This will allow two weeks for putting in stock and getting everything in shape to open on the 15th. It has been stated that Gimbel Bros. intend to have a new kind of opening—something novel—that has never been even tried before. All the buyers and the executives of the concern, whose offices have been in the Marbridge building since the organization was incepted here and during its development, have located permanently in their new quarters in the new store, Sixth avenue and Thirty-second and Thirty-third streets.

The Metropolitan Building being erected for physicians and surgeons at 16th street and Court place, Denver, Colo., by the Gano-Downs Company.

NEW STORES AND DEPARTMENTS

Chattanooga, Tenn.—Amsta Clothing Store opened here.

Geyser, Mont.—C. R. Johnson will open clothing store.

Hettinger, N. D.—A Mr. Elefson will open clothing store.

Indiana Harbor, Ind.—H. M. Moosnich will open men's furnishing store.

Gettysburg, S. D.—J. J. Kelm, of Iowa City, Ia., will open clothing store here.

Crookston, Minn.—Julius Spokely, clothing, will open a branch in Detroit about Aug. 1.

Poughkeepsie, N. Y.—Lahey & O'Hare opened men's clothing and furnishing store.

Tahlequah, Okla.—New Phoenix Clothing Company, Muskogee, opened branch store here.

Aliquippa, Pa.—Jacob Goldman, men's furnishings, McKeesport, opened branch store here.

Newport, Pa.—Peter Schlomer, formerly in business here, opened clothing store in Post-office building.

Vincennes, Ind.—Otto Diamond & Co., Anderson, will open clothing and men's furnishings store here.

Amsterdam, N. Y.—Godfred O. Miller opened men's furnishings, shoes, etc., store in Becker building, Market and Pleasant streets.

New Castle, Ind.—Dimond & Co., Anderson, will open clothing and furnishings store here, at Broad and Fifteenth streets, on September 1.

Florence, S. C.—Mr. Hutzler, Richmond, Va., with Louis Nachman, Florence, will open men's furnishings store under style of the Hutzler Company.

Boston, Mass.—S. Vorenberg Company will equip their entire second floor for a ladies' ready-to-wear department, which they will install in September.

Quincy, Mass.—Payson-Mitchell Company, recently incorporated, with $10,000 capital, opened men's, women's and children's clothing and furnishing store in City square.

Boston, Mass.—Sam's Clothes Shop, 229 Hanover street, has just added a haberdashery department, wherein he carries a complete line of medium-priced furnishings.

Buffalo, N. Y.—New Store of J. N. Adams & Co.—As before noted, the new six-story building of J. N. Adams & Co. has been formally opened. The store has a pneumatic cash system and seven passenger elevators.

Barre, Vt.—Surprise Merchandise Company, New York and Burlington, will about July 15 open store in Arcade block, Main and Pearl streets, carrying men's and boys' clothing, women's coats, suits, raincoats, shoes and furnishing goods. This firm operates a chain of about a dozen stores through Vermont and New York State.

Terre Haute, Ind.—American Clothing Company, which operates stores in several cities in the central West, with headquarters in Cincinnati, has opened a store here at 802 Wabash avenue, in charge of Joseph Ginsburg, of Cincinnati.

Altoona, Pa.—William F. Gable Company Add Clothing Department.—William F. Gable Company, department store, are opening a new department of men's and boys' clothing which will be ready for fall business. F. M. Derstine, as reported elsewhere, will be the buyer.

Philadelphia, Pa.—Gottlob & Romm to Move Market Street Store.—Gottlob & Romm, clothing, who operate two stores, one at Sixth and South streets, and the other at 732 Market street, are advertising that their lease expires on September 14 at 732 Market street, and that they will have to move.

Haverhill, Mass.—Opens Another Store.—Hartman, men's furnishings and hats, 130 Washington street, opened a branch store in the Arlington Hotel building, 141 Merrimack street, of which he has taken a ten years' lease. Hartman will alter the front of his old store on Washington street as soon as he is settled in his new location.

IN NATURE'S MIRROR.

Mrs. Duck—"John, won't you please stay still a minute—I want to see if my hat is on straight."—New Orleans Daily States.

Wheeling, W. Va.—G. W. Greig's New Children's Clothing Department.—Miss Jennie McCabe, who recently resigned from Stone & Thomas, department store, to take charge of the new boys' and children's clothing department of the G. W. Greig store, has returned from the East, where she purchased a stock of goods for this department.

Kansas City, Mo.—Harry Bieberstein will open an exclusive boys' clothing (short pants suits only) and furnishings shop on the second floor of the Altman building, Eleventh and Walnut streets, September 3. Mr. Bieberstein, who resigned July 1 as buyer of the boys' department for Schmitz & Shroder, St. Louis, left for New York July 2 to buy his stock.

Anniston, Ala.—Bass & Heard opened department store at 1006-08 Noble street, occupying two floors, 50 by 120 feet. The officers are: J. L. Bass, president; E. A. Heard, vice-president; E. A. Heard, Jr., secretary-treasurer and general manager; C. B. Freel, manager of the men's wear department, and M. J. Black, manager of the women's wear department.

Pellston, Mich.—Jackson & Tindle have opened a modern department store here, carrying clothing, men's furnishings, dry goods, etc. The building consists of two stories and basement. In connection with the store is a clubroom for men and boys on the first floor. There are also shower baths, reading, waiting rooms, etc. A Mr. Wallace is manager of the store.

Birmingham, Ala.—Opportunity for New Store.—The first industrial city of the South is being built, adjoining Birmingham. It will be named Corey. The property was recently acquired by the United States Steel Corporation and plants are now being erected for the American Steel and Wire Company and the Tennessee Coal, Iron and Railroad Company. Corey represents an investment of about $1,500,000, which is being spent on street improvements, stores, model houses, etc.

Chicago, Ill.—Fred Griesheimer to Open Retail Clothing Store in September.—Fred Griesheimer, who is well known in the retail clothing field, has rented the store at the corner of Dearborn and Monroe streets, where about Sept. 1 he will open a retail clothing store. He is well known in Chicago, having until four years ago, it will be recalled, operated a clothing store at the corner of Jackson boulevard and State street. Nothing definite as to the class of merchandise he is to handle has yet been announced.

Philadelphia, Pa.—Clothing Designers Meet in Social Gathering and Discuss Subjects of Interest to Their Organization.—Designing and manufacturing of clothing were discussed pro and con at the social gathering of clothing designers on the Hotel Bingham Roof Garden, June 24. The dinner, strictly social in its character, was tendered by the local Association of Clothing Designers, affiliated with the national association, in honor of William A. Sangtinette, of Treacy, Morris & Co., this city, who sailed Saturday on a four months' tour of Germany, his native country, and France.

Cleveland, O.—J. G. Stirm, formerly a stockholder in the Davis & Sale Company, and manager of the clothing department, has opened a store at 38-40 Tayler arcade, where he will carry several lines of high-grade clothing. We reported in our last issue that Mr. Stirm would probably engage in business for himself. Mr. Stirm has gained a large acquaintance since coming to Cleveland from Chicago several years ago, and his prospects for success are bright. His store is equipped with cases and all merchandise will be carried on hangers. The fixtures are of dark oak and the walls and ceilings are in two shades of cream. The second floor will be used as a tailor shop and for storage of stock, but an overcoat department may be located there later on.

FASHION NOTE.

"Feathers will be worn later."—Chicago Daily News.

MEN'S WEAR.

TO SUIT THE FASHION.

Askers—"Hello, what you got there, Eggers? A chicken coop?"

Eggers—"Not quite. It's only a chantecler hat box."—New Orleans Daily States.

HAT CHATTER

Danbury, Conn.—Hill & Loper Open New Hat Factory.—Hill & Loper Hat Manufacturing Company have just opened a new factory in Danbury with a capacity of 100 dozen hats a day, and have established a New York salesroom at the corner of Waverly place and Mercer street.

Marion, O.—Cap Factory to Move.—Coplan & Cohen, proprietors of the cap factory on the second floor of 307 Hamilton street, have leased the building at 232 Hamilton street. The firm will use the three floors and will install several new machines and will engage more help.

Bethel, Conn.—Hatters Adopt Arbitration and Working Agreements.—At a largely attended meeting of the Hat Finishers' Local Union No. 2, the arbitration and working agreements which had been agreed on by the conference of manufacturers, national executive and advisory boards of the United Hatters of North America and the Danbury Trimmers were adopted.

New Orleans, La.—Louis Wormser to Open Another Store Here.—Barton Hill Sackett, general manager for Louis Wormser, who has a number of cheap hat stores in various parts of the country, is here completing arrangements to open a second store in New Orleans. He has leased the building corner of Canal street and Exchange alley, formerly occupied by the Albert Mayer Clothing Company. The ground floor will be refitted. The first store is at 318 St. Charles street, and Joseph H. Kenning is the local manager. He recently succeeded Meyer D. Katz.

Bethel, Conn.—Auto Hat the Latest.—The Alert Hat Company, of Bethel, is putting out a soft hat which, it is claimed, is a decided novelty. Because of its peculiar adaptability to the needs of tourists, especially those who use automobiles, it has been christened "The Auto Hat." It is a fur hat, of unusually soft and pliable finish, with a double roll on the edge of the brim which takes the place of the usual curl. The roll is shrunken into place in such a way that it holds its shape as a curl could not, and this feature makes it possible to put the hat into almost any shape desired. The hat is being introduced in Danbury and vicinity by John F. Woodruff & Co.

Reading, Pa.—Business of G. W. Alexander & Co. Offered for Sale.—The Philadelphia Record prints the following ad: "Owing to ill health and desire to retire, the established and well-known soft fur hat manufacturing business of the firm G. W. Alexander & Co., located in Reading, Pa., is offered for sale. Amount of business for 1909, over $600,000. This plant in point of buildings and up-to-date machinery and equipment is second to none in their line of manufacture. All buildings sprinkled, insurance rate of 15 per cent, and at the price at which plant is offered is an absolute 20 to 30 per cent investment. The employes of this plant are of the highest character. Address, E. W. Alexander, Reading, Pa."

New Orleans, La.—B. H. Sachett Says He Has Noticed but Few Adverse Business Conditions.—B. H. Sachett, superintendent of stores for Louis Wormser, who has a number of hat stores throughout the United States, and whose headquarters are in New York City, was in New Orleans recently on a business trip. In discussing business conditions Mr. Sachett said in an interview: "Although there is much talk of a calamity nature, due to the attitude the railroads take on account of the government's energy in investigating tariff increases, I have noticed but very few adverse business conditions. In the South business is not so good as we had hoped, but this I attribute to one cause alone, the boll-weevil. But for the havoc the insect plays with the South's most important industry, this would, in my opinion, be one of the most prosperous years this section has ever seen."

New York, N. Y.—Use of Automobile Killing Off Demand for Silk Hats?—A cable dispatch from London says that the use of the automobile is killing off the demand for silk hats, it being argued that men who used to wear nothing but the silk "topper" are now using caps. One dealer is quoted as saying that the purchasers of silk hats are fully 60 per cent less than they were ten, or even five, years ago.

A timely ad used by Wallach Bros., New York, at the time of Roosevelt's return.

New York, N. Y.—First Lot of Panama Hats Released From Embargo Under Bond, to Brandon & Sons.—The 148 cases of imported Panama hats, recently placed under an embargo by the government on alleged undervaluations, have been released under bond by order of the United States District Court. This is but the first lot of the $700,000 shipment originally held up. The released hats went to Isaac Brandon & Sons, 17 Battery place, who gave a bond for $124,552, which comprises the appraised foreign value of the hats, plus the duty of $32,291. The forfeiture proceedings will continue against the bond, samples of the hats being retained as evidence. The release by the government, even of this first lot, works an advantage to the importers, who were beginning to suffer through not being able to get the hats in season. It is said that Appraiser Wanamaker will soon report his appraisal on the second lot of hats under embargo, which lot is said to be considerably larger than the first.

AGREE NOT TO CUT PRICES ON STRAWS UNTIL AUGUST 1.

RETAILERS of Utica, N. Y., recently passed resolutions agreeing to uphold straw hat prices until August 1. The last paragraph of the agreement reads:

"Therefore, we, the undersigned, recognizing our mistakes in the past and agreeing one with another to maintain full prices on all gentlemen's straw hats coming under the designation of straw hats until August 1, 1910, pledge our honor and manhood to carry out the above."

Kansas City, Mo.—H. F. Dow, hats and men's furnishings, 308 East Twelfth street, has rented the adjoining store, enlarged his stock and changed style to Dow Clothing Company.

New York, N. Y.—London Fur Sales.—The results of the last days of the June London fur sales received in this city indicated that prices fell considerably below the marks set in March. "This decline in prices is to be expected at this season of the year, when demand for furs is light," said one furrier, "and under the circumstances the bids made were good and compare very favorably with those of last June."

CHANGES IN CREDIT SYSTEM.

COLUMBUS, GA., merchants have made decided changes in their methods of handling credit trade during the past few months. A majority of the "strictly cash" houses have gone back to the credit system, having been thoroughly convinced that a cash system is not the thing for a cotton mill city, where more than 75 per cent of the people are wage-earners paid weekly, semi-monthly and monthly, which makes it a difficult matter for them to pay cash for their purchases.

The merchants have all agreed, however, that the loose credit system which has long prevailed in this section, allowing patrons 30, 45, 60 and as much as 90 days' time and then allowing payments on account, which practically meant that a patron would never settle up in full, is the wrong thing and they are insisting upon prompt and full settlements. To this end the Columbus merchants are working hand in hand with the Retail Credit Association, which has been in operation for some time, and they are meeting with remarkable success.

Columbus, Ga.—Trade at Home Club May Be Organized.—Columbus business men may organize a trade-at-home club in the near future, as members of the Board of Trade are heartily in favor of the movement and the retail merchants are ready to co-operate.

Another clever ad used on Roosevelt's return.

BUSINESS TROUBLES

Webster, Mass.—John Bennett, Clothing, Men's Furnishings, etc., 5 Wakefield street.—Bennett is in bankruptcy. His liabilities are scheduled at $9,837 and his assets at $5,080.

Boston, Mass.—S. Quint & Co., Clothing.—The bankruptcy schedules of Susili A. Isaacson and Samuel Quint, partners, who traded as S. Quint & Co., have been filed, showing liabilities of $14,543 and no assets in Isaacson's case, and liabilities of $15,326 and no assets for Quint.

Sulphur, Okla.—R. S. Bailey, Clothing and Men's Furnishings.—An involuntary petition in bankruptcy has been filed against Bailey, it being alleged that he owes between $12,000 and $13,000, with nominal assets of $10,000. He has been in business here since October, 1908, when he bought the stock and fixtures of P. C. Clipson.

Spartanburg, S. C.—S. E. True & Co., Department Store.—A letter has been sent to creditors of S. E. True & Co. by the alleged bankrupt corporation to the effect that the bank which was to have assisted in the financing of their recent offer of 42 per cent is not now prepared to carry out the plans. One of the largest creditors of the company has made a proposition to buy claims for cash immediately, without qualifications or conditions.

New York.—Henry M. Mayper, Silk Rubber Coats.—A petition in bankruptcy has been filed against Henry M. Mayper, manufacturer and dealer in silk rubber coats, at 40 West Twenty-second street. According to the attorney for the alleged bankrupt the liabilities and assets are about of an equal amount and are in the neighborhood of $20,000 to $23,000.

An offer of 25 per cent, 10 per cent in cash and the balance in notes, has been made to creditors.

New York, N. Y.—The Eclipse Clothing Company, 11 East Fourth Street.—An advisory board of the creditors has been selected to assist in the reorganization of the affairs of the Eclipse Clothing Company, whose plan to pay 50 per cent at once, 25 per cent in four months and 25 per cent in six months was mentioned in the last issue of this magazine. The committee consists of Jesse Marshall Smith, of the Citizens' Central National Bank; Charles H. Louis, of Brauer & Louis, and E. R. McElrath, of the American Woolen Company.

New York, N. Y.—Wertheimer & Co., Gloves, 80 Fifth Avenue.—James Talcott, who was a factor for Wertheimer & Co., the glove house that, as reported in our last issue, was petitioned into bankruptcy, was examined at some length before Commissioner Alexander recently by the attorneys for the receiver, relative to his transactions with the alleged bankrupt firm. Mr. Talcott said he is a creditor of Wertheimer & Co. to the extent of about $260,000 and claims a factor's lien on practically all of the assets as security for the advances made.

New York.—L. Siegel & Co., Clothing.—A petition in bankruptcy was filed June 23 against Louis Siegel, doing business as L. Siegel & Co., clothing manufacturers, of 47 Canal street. The attorney who filed the petition estimated the liabilities at $20,000 and the assets about $15,000, consisting of $12,000 worth of stock, and fixtures and accounts, $3,000. Siegel began business in 1890, had two different partners up to 1899, since which time he has carried on the business alone under the old firm style. The firm's last statement was made on January 15, 1909, and showed assets of $24,502 and liabilities, $2,932.

An offer of 40 per cent, payable 10 per cent in three months, 10 per cent in six months, 10 per cent in nine months and 10 per cent in twelve months, has been made and accepted by some of the creditors.

OUT OF A CALM SEA.

Miss Roxie Sands (after the big wave has subsided)—"Why, Mr. Crouton, I thought you weren't going in to-day."

Mr. Peasley Crouton (who didn't see it coming)—"I'm not. I'm coming out."—Trenton Evening Times.

Moravia, N. Y.—Mortimer O. Jennings, Retail Clothing, Main Street.—Mortimer O. Jennings, retail clothing dealer of this city, has filed a voluntary petition in bankruptcy, scheduling liabilities at $11,183 and assets at $4,691. Jennings has sold his stock to Howard B. Close and Moses H. Brownstein for $2,876 and the proceeds are deposited in the First National Bank for the creditors. The petition states that more could be realized for the stock and business at a private sale and as a going concern than under bankruptcy administration.

New York, N. Y.—Smerling & Borowitz, Clothing, 83 Canal Street.—A few creditors of Smerling & Borowitz, who were petitioned into bankruptcy recently, signified their intention to accept an offer of 33 1-3 per cent, payable in 10, 15 and 8 1-3 per cent notes, satisfactorily indorsed, maturing in four, seven and twelve months, respectively, at a recent meeting at the New York County Lawyers' Association. A committee of five was appointed to investigate the affairs of the firm, and report to creditors their opinion relative to the offer and the circumstances surrounding the embarrassment. Marcus Helfand, representing the alleged bankrupt firm, stated that the liabilities amount to about $59,000. The assets were placed at $29,000.

Augusta, Me.—Pierce Clothing Company.—A receiver has been appointed to take charge of the affairs of the Pierce Clothing Company. The company has not made a statement since April, 1909, when it claimed assets of $9,200, with liabilities of $3,200 for bills payable.

New York, N. Y.—New York Dry Goods Exchange, Dry Goods.—A petition in bankruptcy has been filed against the New York Dry Goods Exchange. Liabilities are estimated at about $100,000. Assets consist of stock worth between $30,000 and $35,000; outstanding accounts, between $40,000 and $45,000, and cash in bank, $6,500.

Newton, N. J.—William D. Ackerson, Department Store.—With liabilities of $130,135, and assets of $16,580, William D. Ackerson recently filed a petition in bankruptcy in the United States District Court. Of his liabilities, the secured claims amount to $49,750, the unsecured claims aggregate $53,219, and he owes $27,165 on accommodation papers. Some months ago the William D. Ackerson Company settled with creditors on a basis of 33 1-3 per cent. Ackerson was recently sued for $3,387 by the H. B. Claflin Company, the action arising out of the William D. Ackerson Company's failure.

New York, N. Y.—Weinstein & Maher Clothing Company.—Judge Hough has appointed T. J. Bannin, of Converse, Stanton & Co., receiver in bankruptcy for the Weinstein & Maher Clothing Company, manufacturers of clothing at 18 West Fourth street. Weinstein & Maher, officers of the company, consented to the receivership. Mr. Benjamin is chairman of the committee of creditors who have had charge of the business for the last three months, and a majority of the capital stock of the company was turned over to Mr. Bannin so as to put him in control of the affairs of the company. This was done before the petition in bankruptcy was filed on May 26. The company has a contract with the United States Government to manufacture $30,000 worth of clothing, and it was found necessary that a receiver should be appointed in order to carry out the contract, and the quickest way to adjust the affairs of the company. The liabilities are $58,408 and nominal assets $57,854. An offer has been made to purchase the assets at a price that will net creditors 35 cents cash.

Dayton, O.—Lapedes Bros. and R. Yassenoff, Dry Goods and Clothing.—The offer of 50 per cent, payable 35 per cent cash and two notes for 7½ per cent each, maturing on November 1 and January 1, which was submitted and accepted by most of the New York creditors at a recent meeting, was favorably received at a meeting of the 20 Philadelphia creditors in Philadelphia, June 27. Just before the meeting was opened, Sol Flatau of Flatau & Lindsey, the attorney for the firm, received a telephone call from New York, to the effect that a large majority of the New York creditors had accepted the offer. He stated that the liabilities total $35,349, of which $29,849 is for merchandise, $6,500 to the Dayton National Bank, $1,000 for other confidential indebtedness and $1,000 for improvements on the Royal Cloak and Suit Company's store, one of the departments operated by the firm. The assets, said Mr. Flatau, are nominally $39,315, consisting of merchandise, $23,500, outstanding accounts, from one to ten years old, $9,500, fixtures in the Dayton department store, $2,815, and in the Royal Cloak & Suit Company, $3,500.

PUZZLE PICTURE.

Find the boy who is due for a licking.—Tampa Tribune.

MEN'S WEAR.

St. Paul, Va.—B. Levitt, general dealer, is offering his creditors 40 cents on the dollar. His liabilities are $16,200.

New York, N. Y.—Charles Frankel, Men's Furnishings.—A petition in bankruptcy has been filed against Charles Frankel, dealer in men's furnishing goods. The liabilities are estimated at $9,500 and the assets at $3,500.

Lebanon, Pa.—Levi Siv, Lebanon Clothing House, 705 Cumberland Street and 25 North Eighth Street.—Siv has made an assignment for the benefit of creditors. His statement of April, 1909, showed merchandise, $20,000, with liabilities of $4,200.

Newark, N. J.—Philip Freeman, Clothing, 212 Market Street.—Involuntary bankruptcy proceedings have been instituted here against Philip Freeman, a retail clothier. The liabilities are estimated at $8,000 and the assets, consisting of stock, about $5,000.

Syracuse, N. Y.—Kearney Bros., Retail Clothing.—Shafer Bros., who were large creditors of Kearney Bros., bought the lease of the bankrupt's store when it was sold at auction. They also bought the remainder of the stock, fixtures, etc., and will open a retail store in connection with their factory. The lease was until May 1, 1912. Kearney Bros.' offer of 20 per cent has fallen through. Shafer Bros. were creditors for about $11,000 and they brought a suit in replevin to recover about $4,000 in stock just before the failure. This is still pending.

Richmond, Va.—Samuel E. Duggins, Inc., Clothing and Men's Furnishings, Broad Street.—Samuel C. Duggins, Inc., has made an assignment for the benefit of creditors. The corporation was organized under Virginia laws in April, 1908, with an authorized capital of $25,000 and took over the bankrupt stock of Samuel E. Duggins, who had been in business since about 1899 and who filed a voluntary petition in bankruptcy February 15, 1908, scheduling liabilities of $23,940 and assets $13,232. The State Bank of Virginia afterwards filed suit against Duggins for $9,703, which it was alleged he still owed that institution. The officers of the present concern are: James H. Duggins, president; M. V. Lassiter, vice-president, and Samuel E. Duggins, secretary, treasurer and general manager.

IN THE COURTS

Jefferson City, Mo.—Court Decision of Importance Regarding Foreign Corporations Doing Business in Missouri.—Foreign corporations engaged only in interstate business are not amenable to the laws of Missouri, according to a decision handed down in the Supreme Court by Judge Woodson. The decision was given in the suit brought by the International Text-Book Company, of Philadelphia, to collect $61 on a scholarship purchased by Charles R. Gillespie, of St. Louis. He refused to pay this amount on the scholarship and was sued. His defense was that the company had no legal status in Missouri, and could not sue, owing to the fact that it had failed to comply with the laws of this state.

Norwalk, Conn.—D. E. Loewe & Co. to Proceed Against Bank Deposits of Hatters' Union.—D. E. Loewe & Co.'s suit against the United Hatters of North America has been given an additional chapter by the visit of United States Marshal Bishop, of Hartford, to all three of the local banks, levying the preliminary demands on money under attachment belonging to the union hatters of this vicinity who are concerned in the suit. The money thus tied up in local banks is said to be only a small percentage of the total amount under attachment in Danbury and elsewhere. According to a report $100,000 has been expended by the Hatters' Union, or organized labor, up to date for paying necessary expenses in presenting the appeal of the United Hatters in this case to the higher courts.

SLOW PROGRESS.

"Is your papa teaching you to be a little man?"

"Yes'm, only the things papa teaches me mamma makes me forget."—Norristown (Pa.) Register.

New York, N. Y.—Jury Disagrees in Suit of Mack Latz Vs. Oscar Stiner.—The jury in the suit instituted by Mack Latz, to recover from Oscar Stiner, formerly with Hackett, Carhart & Co., $1,000, which Mr. Latz alleges Mr. Stiner agreed to pay him out of his own pocket, to make up a salary of $6,000 as a salesman for Hackett, Carhart & Co., disagreed and has been discharged by Judge Delehanty in the City Court. The case will not be heard again until the fall term of court, when Mr. Latz says he will have the suit again instituted, with additional witnesses.

Washington, D. C.—Sherley Bankruptcy Bill Now a Law.—President Taft Signs Measure.—President Taft on June 27 signed the bill introduced by Congressman Sherley, of Kentucky, at the instance of the National Association of Credit Men, amending the bankruptcy act in several important respects. The amendments will affect all new cases, but will not concern pending legislation. President Taft signed the bill with a pen presented to him by Harold Remington, of Cleveland, O., special counsel to the National Association of Credit Men, who has spent several months here in the interests of the bill. The pen will become a souvenir of the National Association and will be presented to it, it is understood, by O. G. Fessenden, chairman of the association's bankruptcy committee.

Detroit, Mich.—Hartz Clothing Company in Suit Over Lease.—According to an opinion of Judge Murfin, in the Wayne Circuit Court, when John C. Hartz, clothing, men's furnishings, etc., 52-54 Monroe avenue, formed the Hartz Clothing Company and turned the business over to the corporation, he forfeited the lease. Hartz has taken an appeal. Mr. Hartz held a ten-year lease, made in 1905. Last November he formed the corporation, and in December the Hilsendegen estate, owners of the premises, brought suit to have the lease declared forfeited under the clause in it prohibiting the sale or assignment of the lease without consent of the owners. Judge Murfin's opinion, in substance, was that there had been as complete transfer of lease from Hartz, the individual, to the Hartz Clothing Company as though the transfer was from one individual to another. Since the making of the lease, it is said, Monroe avenue property has greatly increased in selling and rental values.

Baltimore, Md.—Hopkins Clothing Company.—Frederick L. Hall recently filed a bill in the Circuit Court against the Hopkins Clothing Company, a corporation, of which he is the president, asking for the appointment of a receiver. He claims the concern owes him a balance of $284, and that he is a stockholder having $42,000 worth of common and $1,000 worth of preferred stock. He avers that the company is solvent, but that claims against it for unpaid rent amount to $3,540, and they owe unpaid taxes for several years in addition to the amount owing to creditors in various cities. The company, by Samuel W. T. Schudi, secretary and treasurer, filed its answer, admitting the allegations and consenting to the appointment of a receiver. Adrian Hughes was appointed receiver under bond of $10,000.

Milwaukee, Wis.—Injunction Granted the Phoenix Muffler Company and Suits Against Infringements Expected.—In a decision after a final hearing given by Judge Quaries, of the United States Circuit Court for the Eastern District of Wisconsin, the original Phoenix muffler design, patent No. 39347, issued June 9, 1908, was sustained in every particular and the injunction granted. The court considered all mufflers employing the zig-zag or scolloped edge features as infringements. Suits, it is said, will now be brought as soon as legal papers can be formulated against everyone making or selling infringing mufflers or who have done so since June 9, 1908. With the exception of the Bradley Knitting Company, Delavan, and the Way Muffler Company, Philadelphia, none, it is said, are operating under license from the Phoenix Muffler Company.

St. Louis, Mo.—M. Solmson Sues Adam Goldman for $10,000 for Alleged Libel.—M. Solmson, president of the Merchants' Co-operative Sales Company, has filed suit in the circuit court against Adam Goldman, of the New York and St. Louis Consolidated Salvage Company, for $10,000, charging libel. According to attorney B. F. Reinberger, representing Solmson, Goldman, in an attempt to injure the plaintiff's business, sent out letters, depicting Solmson as unworthy of patronage. Solmson, it appears, was employed by Goldman, who is president of the defendant firm, until a few months ago, when he opened up business in competition with his former employer. The Merchants' Co-operative Sales Company, of which Solmson is president, is located in the Times building, and conducts sales for merchants throughout the country. Solmson claims that after he has made contracts with merchants to conduct sales Goldman mails to these merchants certain literature of questionable character in order to damage him.

MUST HAVE BEEN.

Mr. Wrenn—"Who's circulating that dreadful scandal about me?"

Mrs. Wrenn—"I don't know, but I suppose it must have been the Lyre bird."

CAUGHT IN THE CURRENT

Binghamton, N. Y.—No Saturday Half-Holiday.—Local merchants will not close at 12 o'clock on Saturdays unless they are petitioned to do so by the clerks.

Providence, R. I.—Outlet Will Provide Free Concerts.—The Manufacturers' Outlet Company has planned a series of Sunday evening band concerts in parks throughout the city for the next two months. The concern is to stand the entire expense.

Providence, R. I.—Retail Salesmanship Course May Be Established in Public Schools.—The large stores in this city have urged the establishment in the public schools of a course in retail salesmanship, and the idea has met with favor by many members of the school committee.

New Haven, Conn.—2,300 Clerks Have Wages Advanced 8 to 15 Per Cent.—An advance of from 8 to 15 per cent has been ordered in the wages of the New York, New Haven & Hartford Railroad clerks, the new schedule being effective from June 11. About 2,300 men will benefit.

Little Falls, N. Y., Will Close Wednesday Afternoons.—F. W. O'Hara, L. Cohn & Son, L. L. Yourden, N. G. Lower, clothing, and Henry Diemel, Wolf Bros., I. N. Lovenheim, B. P. Casler Company, Gunn & Co., and T. & J. Dasey, dry goods, will close at noon Wednesdays during July and August.

Brooklyn, N. Y.—Movement for Early Closing in Summer Reported Spreading.—The movement to have large stores close here during the summer months half a day on Saturday is reported to be meeting with success, and it is said it may extend to several lines other than department and furniture stores.

"The Climb for $5 and Laugh Club."—Louis Rosenthal, clothing, Wilkes-Barre, Pa., who is located on the second floor, says: "Ground floor clothiers have been in existence a long time. So have fools. But since the organization of my 'Climb for $5 and Laugh Club' the fool class is rapidly diminishing."

Columbus, O.—Made-In-Columbus Exposition Opens With a Big Street Parade.—The exposition of Columbus-made merchandise and productions was opened with a long street parade, made up of state troops, societies, automobiles and floats. Although the heat was oppressive, the display was witnessed by a large number of people.

Battle Creek, Mich.—Society Women Act as Salesladies.—The R. J. Bolster Dry Goods Company last week adopted the plan of having a number of women members of a local church club act as salespeople in its store. The store paid each of the women $2 a day and gave a percentage of the profits to the club. Some of the wealthiest women in the city participated.

Providence, R. I.—Saleswomen Receive Diplomas.—At the first graduation in the Providence course for saleswomen, inaugurated by the department stores, 30 young women received diplomas. The students had been selected from among the clerks at Callender, McAuslan & Troup Company, the B. H. Gladding Dry Goods Company, and the Manufacturers' Outlet Company.

New York, N. Y.—Ehrich Bros.' Buyers' Sale.—It was stated in the announcement of Ehrich Bros.' "Buyers' Sale," by a member of the firm, that "the buyers are at liberty to advertise or sell any goods which they may have in their departments at any price that they think will bring a crowd and serve as a good advertisement for the house. The cost need not be considered, as I will charge the losses to general advertising, for the best way to advertise is to give customers extra good values."

Columbus, Ga.—Retail Merchants Busy—Sales Ahead of Last Year's.—The last week in June was one of unusual activity among the retail merchants of Columbus and vicinity. Trade was quite brisk, especially in cash sales, and the merchants state that the month's business as a whole will foot up much higher than June of 1909, some claiming that their sales have been practically double those of last year.

SAME OLD GAME NOW.

Startled Spectator—"Great heavens! There's a man caught on the anchor rope."
Wide Awake Publisher—"Don't be alarmed, that's our advertising agent trying to get Professor Airey's color printing."—Trenton Evening Times.

Gloversville, N. Y.—Prosecutions of Suit Club Tailors.—Clothiers who do not conduct suit clubs have retained Attorney E. R. Scribner to prosecute merchants who operate suit clubs, swearing out warrants under Section 1376 of the Penal Code. The Journeymen Tailors' Union has endorsed the step. A jury recently refused to convict a suit club conductor, but it is now intended to prosecute the offenders until the practice is stopped.

San Francisco, Cal.—Loss of Fight Hurts Local Business.—John L. Sullivan is quoted as saying that business men here are downcast about the injury to trade caused by the loss of the Johnson-Jeffries fight.

Henry & Holahan Do Extensive Advertising.—More than 1,250 miles were covered by the 27 rigs used in doing the overland advertising and bill distributing for a sale at the Henry & Holahan clothing store, Beloit, Wis.

Salesmanship Course at Barnes University.—A department of salesmanship is to be added to Barnes University, St. Louis, before the opening of the next term of school, according to the plans of the board of trustees for the development of the institution.

St. Joseph, Mo.—Firms Oppose Parcels Post Law.—Congressman Booher has filed petitions of John S. Brittain Dry Goods Company, Wheeler & Malter Dry Goods Company and Richardson Dry Goods Company, all of St. Joseph, against a parcels post law. The petitions were referred to the committee on the postoffices and postroads.

Chicago Papers Plan Price Reduction.—The Record-Herald plans reducing its price from two cents to one cent and the Tribune threatens not only to do the same thing, according to a report, but also to publish an evening paper. Another report was to the effect that the Chicago Record-Herald and the Chicago Tribune are to be merged. It is current gossip that Victor A. Lawson is backing H. H. Kohlsaat in an attempt to effect the merger. Something like $5,000,000 is said to be involved.

London, Eng.—Dry Goods Stores to Hold Great Bargain Sales of Colored Goods This Month.—Bargain sales the like of which London has never seen will be held in the dry goods stores this month, for the stores must unload their huge stocks of colored stuffs purchased before King Edward's death and the year of mourning had begun. Heads of the different large stores held a conference and agreed to prevent suicidal price cutting, but still the bargains are expected to be unprecedented.

London, Eng.—Selfridge's New Publicity Plan; Prospective Patrons Supplied With Copies of Newspaper Containing Store's Daily Ad.—Selfridge & Co., Ltd., have put into effect a novel publicity plan. Every Monday morning the firm publishes a page ad in the Daily Express, and to patrons of the store typewritten letters are sent announcing that they will receive on that morning a copy of that paper with the compliments of the firm. Those who desire other morning papers in which the firm's ad appears are also accommodated. This seems a likely "stunt" for American stores.

New York, N. Y.—Macy's Arrange for Special Taxicab Service for Their Customers.—Macy's announce: "We have arranged with a taxicab company to carry one to four persons from our store to all depots on Twenty-third, Thirty-fourth and Forty-second streets for 50 cents. And, in addition, customers, no matter where their destination, who take a taxicab from our store will receive a special discount of 15 per cent from the price registered by the meter. This 15 per cent discount is also allowed on the flat 50-cent charge for one to four persons going to Twenty-third, Thirty-fourth and Forty-second street depots.

(Additional news on page 105).

Strouse & Bros. Drawing Special Attention to Suit of "King's Mourning Cloth."—Strouse & Bros., makers of High Art clothing, Baltimore, are sending out a circular drawing special attention to suits and overcoats of "King's mourning cloth," which they describe as "an international style innovation for the fall and winter, 1910, season, and a leader that will be in decided good taste and demand." "King's mourning" cloths were introduced by E. B. Moore & Co., distributors of textiles, 876-878 Broadway.

The display window reproduced on this page is one that was arranged by the Fashionable House of Hamburg, Germany, while Colonel Roosevelt was in that country. The neckties which form the largest part of the display were the L'Americaine cravats, which, as previously described in these columns, were introduced by McCurrach & Smith, Chicago. These ties, it will be remembered, are adorned with the initials of "America's foremost private citizen." The window illustrated here is throughout a tribute to this well-known ex-President, American merchandise and an American trade journal. The hats displayed are marked "American Style," and the two display cards used down in one corner of the window are advertising pages taken from this magazine, to which this Hamburg firm is a loyal subscriber.

Baseball Team of Washington Company Defeats Fechheimer-Fishel Company's Nine.—By a score of 19 to 5 a baseball team from the manufacturing department of the Washington Company, New York, defeated a nine from the Fechheimer-Fishel Company, at Glendale, L. I., on Saturday, June 26. The team of the Washington Company is ready to meet all comers in the clothing line.

Frankel Display Fixture Company's Big Sign.—The Frankel Display Fixture Company, New York, have had a sign measuring 50x60 feet painted on the blank wall exposed on the building directly opposite their store through the recent tearing down of the structure at the corner of Broadway and Astor place. The sign is in bright colors, very attractive, and includes in the design a very large hand pointing to the entrance of the store of the Frankel Display Fixture Company, 733 Broadway.

United Shirt & Collar Company.—Advertising Manager Moon, of the United Shirt & Collar Company, Troy, reports that there has been a handsome increase in their western trade under the improved facilities of their Chicago office, which recently was moved from 226-228 Adams street to the new 12-story Lion building, at 329-331 Fifth avenue, where both salesroom and stock capacity have been increased, with greater facilities for handling their western trade. The firm has also opened a new office and salesrooms in the Gould building, Atlanta, Ga., which is under the management of Edward Crane, formerly one of their demonstrators, who was promoted to the position of manager of this branch in the South.

Empire Military 2-in-1 Sweater Coat.—The latest novelty brought out by the Empire Knitting Mills, 314-324 West Superior street, Chicago, is the "Empire Military 2-in-1 Sweater Coat." The feature of this coat is in the collar, which, as shown in the illustration on another page of this issue, can be worn with a military effect. Orders for this garment have been coming in very nicely, the firm states, and indications point to a very good season.

AMERICAN MERCHANDISE IN A HAMBURG, GERMANY, DISPLAY WINDOW.

Earl & Wilson Lease Farnam Mill.—Earl & Wilson have leased the Farnam mill on Congress street, Troy, N. Y., for use, it is believed, as a branch shirt factory. The building is being used for a storehouse at present. Work on another branch factory of Earl & Wilson is now in progress at Berlin, N. Y. The factory is expected to be completed shortly.

The popularity of the specialty fifteen-dollar overcoat, made by H. Cohn & Son, Chicago, has established a prestige for their clothing which keeps it in sharp demand. Their union-made men's suits, overcoats and cravenettes range from $7.50 up.

Wm. Rosenthal, shirts, pants and overalls specialist, 240 East Adams street, Chicago, reports a large demand for soft-collar negligee shirts for immediate delivery. Owing to the recent hot weather orders have been coming in better than he anticipated.

Rudnoy Bros. is the style of a new firm manufacturing caps at 233-235 Market street, Chicago. They have a large assortment on hand, with prices ranging from $2.25 per dozen up. Express charges will be paid on all goods ordered by merchants who visit the firm's office and place orders during the week of the Chicago wearing apparel show.

"L'Americque Cravat," the tie adorned with the initials of Theodore Roosevelt, and which, as recently reported, was introduced by McCurrach & Smith, neckwear manufacturers, Chicago, has met with such a success that it is to be brought out shortly in a new color combination. The original color design was a white initial on a blue background. It is now to be brought out with a red initial on a brown background. Two of the ties are to be sent by the firm to Colonel Roosevelt, "but not," Mr. McCurrach states, "with any idea of securing publicity, but merely as a complimentary gift." A handsome line of scarfs, in the four prominent chantecler colors, are being shown by this firm. These colors are pheasant gold, peacock blue and green and coxcomb red. They are made up in oriental designs on backgrounds of 24 different solid colors.

The accompanying illustration shows the "Rah-Rah" hat, designed especially for college boys by Myron Shoninger, manufacturer of college specialties, 271 Franklin street, Chicago. It comes in all college and high school colors. The

THE "RAH-RAH" HAT.

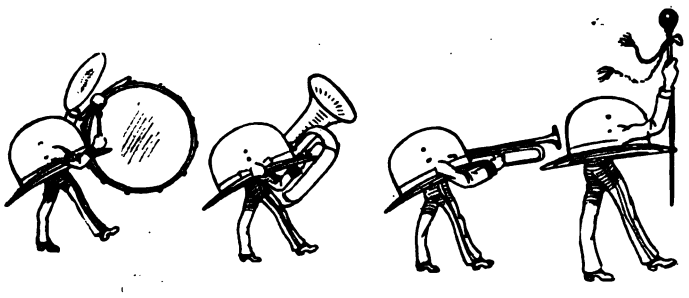
manufacturer is prepared to make deliveries on these hats in time for fall business, when the various schools open throughout the country.

The latest fad in summer jewelry is the "Piccadilly" scarf-pin, just put upon the market by Lindahl, Lavick & Co., 291-293 Fifth avenue, Chicago. The pins are long and narrow in design, some being oblong shaped and others oval. They are of gold and enamel and assorted colors, made with and without stone settings. As a novelty for summer wear these pins are unusually attractive.

One of the largest catalogues devoted exclusively to sweater coats ever published is now in the hands of the printers. It is to be issued by Blum Bros., Bavaria Knitting Mills, of Chicago, and sent by them on request only. The book contains 32 unusually large pages and is extensively illustrated with high-class etchings and halftones. It will have a circulation of 50,000.

A very artistic card, printed in two colors over a tint block on deckle-edge, rough white paper, and mounted with a cover of rich gray stock, has been issued by Leopold, Solomon & Eisendrath, clothing manufacturers, Chicago. The card is headed, "Sophomore Clothes Ideals. Principles Are the Foundation of Success. They Must Be Strong." Some of the principles given on the card are: "To be trail blazers, leaders, rather than followers. To recognize the superior judgment of those who know. To feel the satisfaction of a work well done. To remember that optimism oils the wheels of progress."

"Frankel System" Garments Illustrated in Catalog of Wm. Whiteley, Ltd., Just Issued.—The 1,308-page mail-order catalog of William Whiteley, Ltd., London, Eng., has just been issued. One of the pages is devoted to exploiting Frankel System clothes, made by Frankel Bros., of 122 Fifth avenue, New York, which Whiteley & Co. recently installed. Six illustrations are shown, four of which are of Frankel Bros. garments. The firm in its catalog says of the garments that perfection in high art as applied to tailoring has reached the limit in the manufacture, the chief features being a perfect-fitting collar and shoulders, etc.



THE HAT BAND WILL MEET YOU

The senses will be charmed with the new things

TWO CLEVER CUTS USED IN THE NEW YORK NUMBER OF "THE HATMAN," THE LITTLE MAGAZINE ISSUED BY THE CROFUT & KNAPP COMPANY.

In this issue merchants were invited to visit this firms' New York office and the cuts above show the reception which await the visitors.

PUBLICITY vs. OLDRUT

Great 'Varsity Race for the Mercantile Cup. Twelve Pages of Text and Pictures, Describing "Training," "At the Float," "The Start," "They're Hard At It," "The Last Mile" and "The Finish Line" With the Winner—

"PUBLICITY"

Report
By KIRK O'DELL
Special Representative of the Retailers Newspapers
MEN'S WEAR and
CHICAGO APPAREL GAZETTE
Issue July 6 1910

Great 'Varsity Race for the Mercantile Cup.

PUBLICITY vs. OLDRUT

Time—Every Business Day. Place—All Over the United States, Canada, England, and Europe. Crews' Colors—White "P" on Green Field, "PUBLICITY;" Purple "O" on White Field, "OLDRUT." Rules—Harvard-Yale Plan.

By KIRK O'DELL
Special Representative of the Retailers' Newspapers

Copyright, 1910, by Fairchild Company

AT-THE-RACECOURSE.—The crews of both the 'Varsities had been training for some time for the big event. The opposing oarsmen had different views on training, as will be seen by the pictures on the opposite page. The "PUBLICITY" boys kept hard at work producing muscle and pulling down overweight. The "OLDRUT" champions were not bothering about diet, athletics and other details, because they felt sure of the race anyhow. Whenever anyone mentioned PUBLICITY—

They just smiled!

"TRAINING"

EVERYTHING Getting Ready for the Great Event. Signal Balls at the Finish Line Tell the Crowds That the Crews Are at the Float. Excitement Runs High. Who'll Win?

Early in the morning the weather looked threatening, but the wind shifted and a clear sky is overhead. Rather chilly for a July day. "OLDRUT'S" coach says: "This is just what my big fellows want."

The OLDRUT crew is in its shell—they made an early start. It's their characteristic to be ahead of time on minor details, while dilatory on important matters.

The PUBLICITY eight is coming down to the float on schedule time. Their coach is giving them some parting instructions, whereas the coxswain of the OLDRUT boat is cracking jokes through the megaphone to his crew. They are apparently enjoying it, for you can hear their

Jolly Ha, Ha's!

OLDRUT Wins Choice. Selects the Favorite Inside Course. Conditions Are All in Favor of the "Purple and White" Crew. The Betting is Two to One. The Cheering is O-L-D, R-U-T, Rah! Rah! OLDRUT!

There was such a large fleet of excursion steamers and craft of all kinds that there was not enough room for them at the finish line and they had to move up to the start.

Inspiring sight! The two shells lying there like projectiles ready to be shot off. The sixteen brawny backs are bent—the sixteen oars are glistening in the sun. The coaches are yelling through their megaphones. Old Glory is flying at the bow of the referee's launch. The starter, an old "grad" of the University of Chicago, whose features will be familiar to many of you, stands there with pistol uplifted—finger on the trigger—

Zip! Piff!! Puff!!!

Swish! They're Off!

"THE START"

FINE Race for the First Mile—Water Very Choppy—Wind Suddenly Shifted—Strong Current. OLDRUT Pulls Easier Stroke, Having Inside Course—Chances Appear Even As Yet.

The crowds from the moving grandstands and the boathouses are cheering both crews. On the surface everything looks favorable for the Purple "O," but the big fellows are breathing heavily and the boat seems "jerky."

On the other hand, the shell with the white "P" in its bow is gliding through the water like a shuttle, propelled by the machine-like precision of eight bending backs and feathering oars. This is where the TRAINING is beginning to show. PUBLICITY is moving along at a forty-to-the-minute clip in spite of wind and current. The months of effort in preparation are NOW bringing them victory in the struggle with their COMPETITORS. Yes! Surely "OLD-RUT" is slowing up.

"PUBLICITY" is Gaining!

PUBLICITY vs. OLDRUT, 1910.

"THEY'RE HARD AT IT"

THE Coach and Supporters of OLDRUT Are Learning a Lesson; They Begin to Realize That Their Crew is Rowing a Losing Race. The Business-like Swing of Publicity is Getting There!—

The cheering is as loud as ever, but only here and there you hear OLDRUT! OLDRUT! Cheer up! Another spurt—boys! The Purple and White colors are slowly disappearing. The crew is getting groggy, but pulling doggedly on.

On the moving grandstand, the boats and other points of vantage —everywhere flutters the green and white. Cheers and yells of PUBLICITY! Rah! Rah! PUBLICITY!! are filling the air. It is a hard fought race, yet the "knowing ones" felt sure of the outcome.

Boom! Boom! Cannons are getting busy at the Finish Line. Whistles are shrieking their welcome to the fast approaching winning crew—Bells are clanging! Flags are fluttering! Men are Hugging each other—Dancing—Jumping and Yelling at the extent of their lung power:

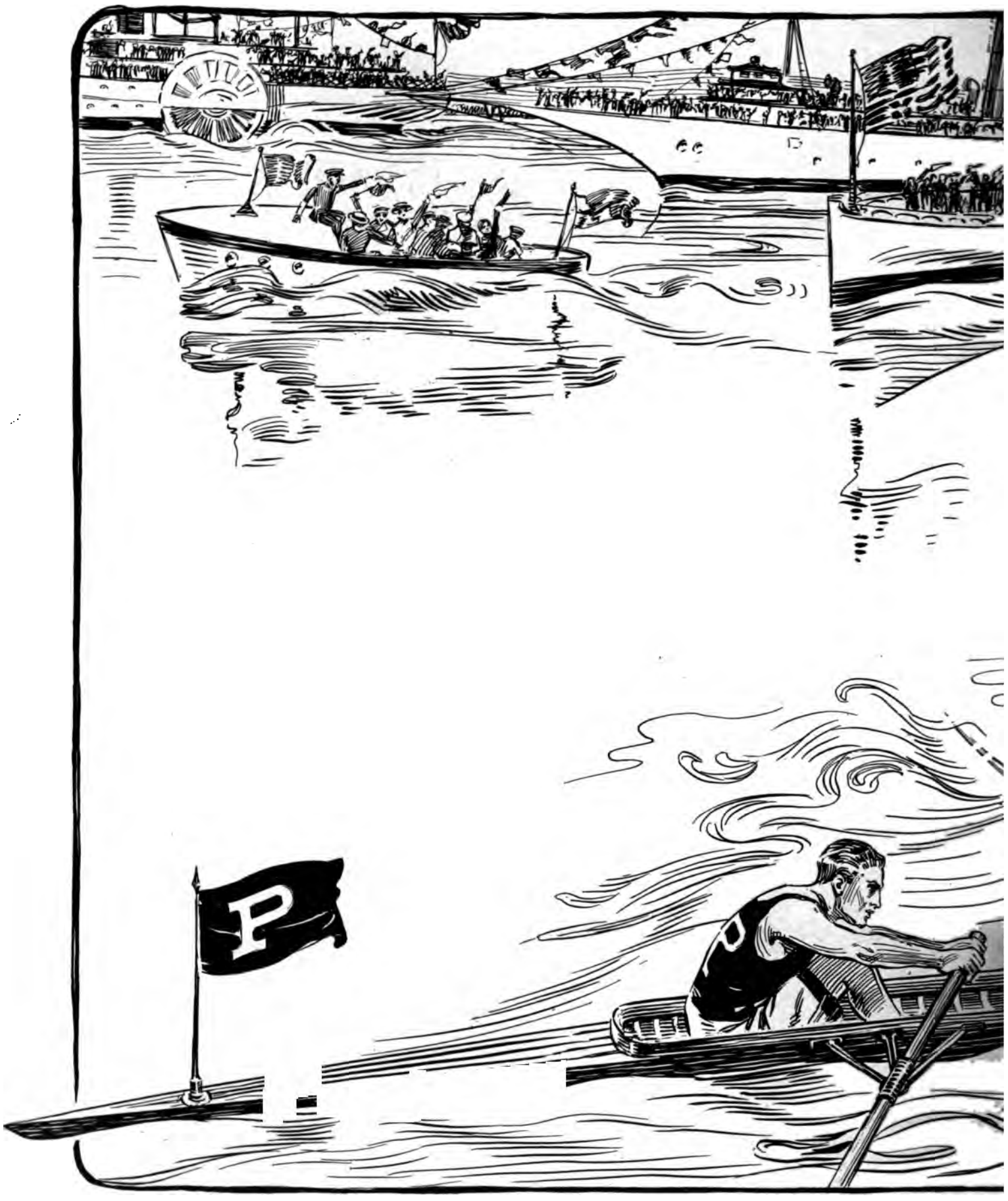
PUB-LIC-ITY!! Rah! Rah! Publicity!

PUBLICITY vs. OLDRUT, 1910.

"THE LAST MILE"

MEN'S WEAR.

P-U-B ! L-I-C ! I-T-Y !! RAH! RAH!



"THE FINISH LINE."

AH!! PUBLICITY!! TIGER!!!

PUBLICITY WINS!!!

COLOR CHART

Copyright by Fairchild Co.

SHIRT.	SCARF.	HOSE.	SHOES.	HAT.	GLOVES.	SUIT.
Blue.	White, Gray, Brown, Tan, Maroon, Blue, Green, Corn.	Gray, Brown, Tan, Maroon, Blue, Green, Corn.	Black, Tan, Russet, Oxblood.	Black, Tan, Brown, Green, Pearl, Slate, Fawn, Bronze.	Tan, Gray, Chamois, Green, Oxblood, Brown.	Brown, Gray, Tan, Navy, Green, Olive, Black, Fancy Mixture.
Gray.	White, Purple, Blue, Red, Gray, Green, Brown, Lavender, Heliotrope, Tan.	Purple, Blue, Red, Gray, Green, Brown, Lavender, Heliotrope, Tan, Black.	Black, Tan, Russet, Oxblood.	Black, Pearl, Slate, Green, Tan, Brown, Bronze.	Gray, Tan, Dark Green, Brown.	Tan, Gray, Navy, Black, Green, Fancy Mixture.
Lavender.	White, Gray, Green, Lavender, Purple, Navy, Black.	Gray, Green, Lavender, Purple, Navy, Black.	Black, Tan, Russet.	Black, Brown, Pearl, Tan, Fawn, Green.	Tan, Gray, Chamois.	Gray, Olive, Black, Navy, Brown.
Pink.	White, Maroon, Dark Green, Black, Pink.	Maroon, Dark Green, Black.	Black, Oxblood.	Black.	Gray, Oxblood.	Navy, Gray, very Dark Brown or Black.
Green.	White, Gray, Green, Tan, Corn, Maroon, Brown, Pink, Blue, Lavender, Black.	Gray, Green, Tan, Corn, Maroon, Brown, Pink, Blue, Lavender, Black.	Black, Tan, Russet, Oxblood.	Black, Brown, Pearl, Tan, Green, Bronze, Fawn.	Tan, Gray, Green, Chamois, Oxblood, Brown.	Blue, Gray, Green, Brown, Olive, Tan, Black.
Tan.	White, Blue, Brown, Tan, Maroon, Purple, Green, Black.	Blue, Brown, Tan, Maroon, Purple, Green, Black.	Black, Tan, Russet, Oxblood.	Black, Brown, Tan, Bronze, Pearl, Green, Slate.	Tan, Gray, Chamois, Green, Brown.	Brown, Tan, Olive, Black, Gray, Blue.
Mourning Dress. White. White with Black Stripe or Figure.	Black.	Black.	Black.	Black.	Black.	Black.
Black and White (dark effects).	Any color harmonizing with Suit.	To match Scarf.	Black, Tan.	Black, Pearl, Green.	Gray, Tan, Green, Oxblood, Brown.	Optional.
White.	To match eyes or complexion. Black, White or Gray (staple).	To match Scarf.	Black, Tan, Russet, Oxblood.	To harmonize with Suit.	Tan, Gray, Oxblood, Brown, Chamois, Green.	Optional.
White Ground (colored stripes or figures.)	Color to match or harmonize with stripes.	To match Scarf.	Optional.	To harmonize with stripe in Shirt.	To harmonize with Scarf.	Optional.

THE above chart is a guide based on the best usages of the present time. It stands for what is accepted by the best dressers as showing good taste with regard for those color impossibilities which ruin a man's appearance by their inharmony. There is nothing arbitrary about it. The main idea is to enumerate those primary colors which go best together or make acceptable contrasts.

The matter of complexion is always a serious one. As no two men are alike, every man must exercise personal taste and judgment, with regard for certain color difficulties. For example:

A swarthy complexion does not appear to advantage against pale colors. Such a man should avoid contrast with his complexion; high or strong colors are his forte, not weak tints.

As a general rule wear that which harmonizes with your eyes. Be absolutely individual, although this, of course, does not mean being original to the point of arbitrarily pitting antagonistic hues.

To obtain the best results from the chart the first and last columns will serve as a safe guide, the accessories matching with the clothes, or vice versa, according to the inclination of one's tastes. The color chart is simply submitted with a view to correcting bad color combinations.

MISCELLANEOUS MENTION.

Philadelphia, Pa.—Strawbridge & Clothier's Record June.—In a recent ad the firm states it has broken all previous June records.

Dayton, O.—Hermann Mfg. Company, 230-2 East Third street, have just leased an adjoining building, which they will remodel, and which will double their present floor space.

Philadelphia, Pa.—New Company Starts Manufacturing Coat Sweaters.—The Riehm Knitting Company, recently incorporated with a capital of $10,000, has started manufacturing coat sweaters at Adams and Unity streets. They are now making samples for next season.

Boston, Mass.—Moses Thompson Retires From Barron, Thompson & Anderson Company.—Moses Thompson has retired from the Barron, Thompson & Anderson Company, wholesale clothing. The business will be continued under the style of the Barron-Anderson Company.

Chicago, Ill.—Tom Murray put over an advertising stunt on July fourth that created more than ordinary attention. He used a full page in the "Prize Fight Special" edition of the Chicago American. The paper was only composed of four pages and his "ad" was on the fourth page.

The Pickwick Country Club elected Tom Murray its president at a recent meeting. His partner, Mr. A. L. Walcott, was elected a member of the house committee. The club has 193 acres west of Lombard, a suburb of Chicago.

Kankakee, Ill.—Rosenbloom & Gallant will open a new store under the style of the Peoples Credit Clothing Company about August 15, carrying a line of men's, women's and children's wearing apparel.

Washington, D. C.—Sidney West Secures Washington Agency for Fox, Stiefel & Co.'s Automobile Apparel.—Sidney West, Fourteenth and G streets, has secured the Washington agency for the automobile apparel of Fox, Stiefel & Co., Fifth avenue and Thirty-fourth street, New York.

New York, N. Y.—Emphatic Denial of Rumor That Tashman & William Levy Company Are to Retire From Business.—William I. Levy, of Tashman & William Levy Company, denied emphatically that there was any foundation for a rumor in the trade that the firm was to retire from business.

Minneapolis, Minn.—A change in the management of the Minneapolis salesroom of the United Shirt & Collar Company, Troy, N. Y., has been made during the past week. Guy Fisher, who has been with Chicago salesroom for a number of years, has been appointed manager in the place of G. W. Nelson.

Barre, Vt.—Surprise Clothing Co. Files Articles of Incorporation.—The Surprise Clothing Co. has filed articles of incorporation with the Secretary of State, giving its capital as $5,000 and its object to deal in clothing and other wearing apparel, both wholesale and retail. Nothing has been given out regarding the personnel of the firm, but it is believed to be a branch of Kamber, Frank & Co., of Burlington and Rutland.

Birmingham, Ala.—Fire destroyed the big clothing, men's furnishing and women's wear store of Louis Saks, and falling walls damaged the men's clothing stock of Spielberger Bros., next door. Saks had $185,000 on his stock and $30,000 on fixtures. Spielberger Bros. carried about $12,000 insurance. Louis Saks announces that he has rented the store at 2012 First avenue and "will have a stock of merchandise of the usual high standard just as quickly as the railroads can rush it to us." Mr. Saks says he will retain these quarters until his store on First avenue and Nineteenth street can be rebuilt, on which location he holds a lease until Oct. 1, 1914.

Chicago, Ill.—Jerry Gross, clothing buyer for Weber's Department Store, will in the future be manager of the Stern Clothing Company's store at North avenue and Larrabee street. M. H. Dreyer, clothing buyer for the Sidney Mandl Department Store, 324 West Division street, will succeed Jerry Gross.

New York, N. Y.—Important Points Affecting Cancellation of Orders Brought Out in Suit of George H. Lawrence Company, New York, Against Smith, Rose & Conrad, Louisville.—Max Ernst, president of George H. Lawrence Company, clothing manufacturers, New York, now in course of liquidation, has just won an important suit in the United States District Court against the clothing firm of Smith, Rose & Conrad, of Louisville, Ky., involving a canceled order for $11,000 worth of clothing. Through the decision of the court, Mr. Ernst's company was able to recover nearly $3,000 damages, amounting to about 22 per cent profit, or equal the amount of profit they would have made on the entire order had it not been canceled. One of the traveling salesmen for the George H. Lawrence Company, on April 19, 1909, secured an order from Smith, Rose & Conrad for $11,000 worth of clothing. The Lawrence Company received this order from their representative, accepted it and notified the Louisville firm of their acceptance. On June 3, 1909, the Louisville firm asked that no more goods be made up on the order as they desired to make some changes in the order. At the time this request came in about $5,200 worth of goods had been made up. On July 3 the Louisville firm asked that the entire order be canceled. When suit was brought against Smith, Rose & Conrad they ignored the entire validity of the contract, claiming that their order was a conditional one. The decision in the case was that the Lawrence Company had proven their contract; that they were entitled to resell the goods which had been made up, and to take the difference between the amount which the goods brought at sale and the price the defendants had agreed to pay, and that they were entitled to the amount of profits lost on the remaining lot which had not been made up.

STARTLED.

Miss Tatting (one of the summer boarders)—"Why don't you play? It's your serve, Mr. Chantilly."

Mr. Chantilly (on a week's vacation)—"Um—er—beg pardon—er—oh, yes, excuse me. (Aside.) I thought for a moment that woodpecker was the head of the lace department rapping on the counter."—Trenton Evening Times.

CAPPER & CAPPER TO OPEN NEW STORE.

THE announcement that Capper & Capper, now at 45-47 Jackson boulevard, are about to open a store on the north side of the loop is considered an item of interest and significance. The store has a frontage of thirty-one and a half feet, and is located in the New Sherman Hotel, Randolph and Clark, west of the entrance. It has a display window facing the corridor of the hotel, and both of the sections, which are 47½ feet deep, have an entrance into the hotel lobby. The lease will run for ten years at a term rental of $110,000, and it is expected that the stores will be ready and occupied by about October 1.

This firm's store on Jackson boulevard is to be continued, as the lease runs for two years longer, and at its expiration Capper & Capper will continue to operate a store in the immediate vicinity, where an exceedingly large business has been built up.

The store in the New Sherman Hotel is intended to take care of the hotel business and the trade of a section of the city hitherto neglected, seemingly, by houses of the character of Capper & Capper.

It is a matter of more than ordinary interest to note that the north side of the loop, where fully as many people gather every day as in the south side, contains few shops in this line. True, there are some and these have been taking care of a good share of the trade which is to be found there, but with the increasing popularity of Madison street as a retail district, together with the recently erected hotels and prospective railroad stations, the present stores will not be able to handle the additional business. Beachey & Lawlor, now in the First National Bank building, saw this and it was that which influenced their recent lease on the building at the corner of Washington and Randolph. Tom Murray, who will locate at Madison and Clark, is another merchant who appreciates the growing retail interest of the north side of the loop.

In appointments and in character of merchandise Capper & Capper will adhere to the same lines that have successfully built up the business on Jackson boulevard.

Grand Island, Neb.—Woolstenholm & Sterne's Remodeled Store Opened.—The formal opening of the remodeled clothing store of Woolstenholm & Sterne has taken place. The store has been refitted throughout and made thoroughly up-to-date.

Rather See the Stork.—A small boy returned from the home of his grandparents and was told that while he was away the stork had brought him a baby brother. "Go right in and see him," said his aunt. "I'd rather see the stork," replied the boy.—Ladies' Home Journal.

DUTCHESS TROUSERS

are easy, comfortable, stylish and strongly made. The way they stand the test of athletic exercise proves how thoroughly they are made. Especially pleasing to young men, they are the trousers for men of all ages.

10 Cents a Button; $1.00 a Rip

Dutchess Manufacturing Co.

Poughkeepsie, N. Y.

Monumental Custom Tailoring Co.

Exclusive Pioneer Tailors to the Trade

327 W. Baltimore St., Baltimore, Md.

Fall and Winter Sample Outfit Now Ready

We want **one** responsible Merchant in a town

MEN'S WEAR

ALL THE NEWS IN MEN'S WEAR LINES.

Twice a Month. $2.00 a Year.

SEND IN YOUR SUBSCRIPTION.

MEN'S WEAR
CLASSIFIED ADVERTISEMENT DEPARTMENT

RATES FOR ADVERTISING IN THE CLASSIFIED COLUMNS:

Positions Wanted, two cents a word; minimum charge 50 cents. Display ads., $1.50 an inch. Help wanted and other miscellaneous headings, three cents a word; minimum charge 75 cents. Display advertisements, $2.00 an inch.

REMITTANCE MUST BE SENT WITH ORDER, AS THESE AMOUNTS ARE TOO SMALL TO OPEN ACCOUNTS

Please insert the following Advertisement in this paper for .....Insertions for which I enclose the sum of .....

Name.....

Address.....

.....

Date.....

Box number charged as 3 words.

WRITE ADVERTISEMENT HERE

MAN'S BO

A MAGAZINE

THE ONLY MAN'S BOOK IN AMERICA

Single Copies, 15c. A Year, $1.50

FAIRCHILD PUBLISHING CO., NEW YORK

42 E. 21st STREET
NEW YORK

LEES BUILDING
CHICAGO

For enclosed $1.50 enter me as a subscriber for MAN'S BOOK for one year beginning with the next number.

NAME .....

STREET ..... CITY .....

IF WHAT YOU WANT IS NOT ADVERTISED, THEN ADVERTISE FOR IT

Somewhere around your establishment you doubtless have a show case or two, some window fixtures or other articles of store equipment which you no longer use, but which some other merchant would be glad to purchase from you. Through these columns you can reach that other merchant.

RATES FOR ADVERTISING IN THE CLASSIFIED COLUMNS:

Positions Wanted, two cents a word; minimum charge 50 cents. If inserted in both MEN'S WEAR and the CHICAGO APPAREL GAZETTE, total charge three cents a word. Display ads., $1.50 an inch.

Help wanted and other miscellaneous headings, three cents a word; minimum charge 75 cents. If inserted in both MEN'S WEAR and the CHICAGO APPAREL GAZETTE, five cents a word.

Display advertisements, $2.00 an inch. Remittance must be sent with order, as these amounts are too small to open accounts.

RETAIL POSITION WANTED

THOROUGHLY EXPERIENCED CLOTHING SALESMAN would like to connect with good house; New York or vicinity preferred; fourteen years in present position; best of references as to ability, integrity, etc. Address 269, care of Fairchild Co., 42 East 21st St., New York. 7-6-1pb

WANTED—POSITION BY EXPERIENCED CLOTHING, shoe and furnishing goods salesman. Address A 76, care of Fairchild Co., Chicago, Ill. 7-6-1pb

POSITION WANTED—BY AN ALL-AROUND CLOTHING man, department manager, buyer and first-class salesman. The advertiser is thoroughly acquainted with both the New York and Chicago markets. Will be open to make change by July 10. Address 275, care Fairchild Company, 42 E. 21st St., New York City. 7-6-1pb

FIRST-CLASS WINDOW DECORATOR AND CARD WRIter, with department store experience, desires position with up-to-date concern in middle West or West; best of references from former employers; salary moderate to start. Address P. H. GROB, 711½ 25th St., Milwaukee, Wis. 7-6-1pb

POSITION AS SALESMAN, MANAGER OR BUYER; EXperienced in all lines of men's wear, including shoes; compensation of least consideration; chance to prove ability all I desire. Address K 76, care of Fairchild Co., Chicago, Ill. 7-6-1pb

HIGH-GRADE CLOTHING SALESMAN AND WINDOW trimmer, one with A1 experience and ability, desires to make change by August or September; best of reference given; only first-class position considered. Address 276, care of Fairchild Co., 42 East 21st St., New York. 7-6-2pm

RETAIL HELP WANTED

CLOTHING SALESMAN, IN FIRST-CLASS STORE, BEtween 25 and 30 years of age, good appearance, progressive, honest, can hold trade, make friends, who wishes to become manager in time; must show ability; salary, $15 to $20 to start with; A1 references required; men that change positions every ninety days need not apply. Address HARRY SHON, 527-529 Franklin St., Michigan City, Ind. 7-6-1pm

WANTED—ONE OR TWO YOUNG SALESMEN WITH two years' clothing experience for steady position in first-class clothing store. Fine chance for advancement providing you are willing to work honest and hard for it. Start $10 or $12 week; guarantee $16 to 18 after the first year. Can start at once. Address 274, care of Fairchild Company, 42 E. 21st St., New York City. 7-6-1cm

HELP WANTED

CLOTHING SALESMEN WHO WANT TO BETTER their condition, those who seek bigger and better things, can find something they are looking for by addressing E. L. MOON, Station A, Columbus, Ohio. 5-25-15cm

SALESMEN WANTED

SALESMAN ACQUAINTED WITH THE TRADE TO HANdle high-class line men's fancy shirts in Ohio, Pennsylvania and middle West states on commission basis; state references, experience and other lines carried. Address 265, care of Fairchild Co., 42 East 21st St., New York. 7-6-1cm

E. WALLACE CRAIG, HOLIDAY BOX SPECIALIST, DEsires salesmen selling to the haberdasher, department store and jobbing trade, to carry side line of holiday boxes on commission; in replying state territory covered; this is an excellent opportunity for high-grade men. Address E. WALLACE CRAIG, 396 Broadway, New York. 6-22-tfcb

ARLINGTON CLOTHING COMPANY, MAKERS OF PURE wool and worsted, hand-tailored men's clothes, $7.50 to $13.50, are open for one or two good salesmen; only those who command trade need apply; state full particulars in first letter. ARLINGTON CLOTHING CO., 40 N. Third St., Philadelphia, Pa. 6-22-3cb

TRAVELING SALESMEN—MEN EXPERIENCED AS REtail clothing salesmen or in taking measurements for men's made-to-measure garments to hold special displays of woolens with our agents and to assist them in booking orders; splendid opportunities for men of ambition; references, age and complete business experience to accompany application. E. WACHTEL, Sales Manager, 833 W. Main St., Louisville, Ky. 5-11-5pb

WANTED—SALESMEN TO CARRY SIDE LINE BOYS' knee pants and knickerbockers made out of mill ends. Address 108, care of Fairchild Co., 42 E. 21st St., New York. 5-5-tfcob

SALESMAN CALLING ON THE JOBBING TRADE IN THE states can greatly increase their income by offering a new suspender specialty which sells on sight. Address 247, care of Fairchild Co., 42 East 21st St., New York. 6-8-tfcolb

COAT HANGERS ARE IN DEMAND EVERYWHERE BY clothiers and tailors. Can use a few more live wires. Side-line or otherwise. Furnish references. J. F. ALTERMATT & CO., South Bend, Ind. 7-6-1cb

SALESMAN WANTED FOR MISSOURI AND KANSAS, with headquarters in St. Louis or Kansas City, by leading New York Belt and Suspender Manufacturer. Apply BOX 272, care Fairchild Co., 42 E. 21st St., New York City. 7-6-1cb

WANTED—SALESMAN WHO HAS AN ESTABLISHED trade of some kind with clothing merchants in southern half of Illinois, to sell a union-made line of up-to-date pants on commission. Address E 76, care Fairchild Co., Lees Bldg., Chicago. 7-6-2cm

SALESMEN WANTED, TO REPRESENT A NEW YORK manufacturer with a strong line of 25-cent neckwear; those having trade in this line apply D 76, care of Fairchild Co., Chicago, Ill. 7-6-1cb

IF WHAT YOU WANT IS NOT ADVERTISED, THEN ADVERTISE FOR IT

SALESMEN WANTED

THE MANUFACTURERS OF A WELL-KNOWN BRAND of popular-priced hosiery offer it as side line to high-class salesmen who have an established trade among the best furnishers and clothiers in their territory; samples are few and compact; commission liberal; a number of good territories are open; state towns you make and how often and what lines you carry. Address 271, care of Fairchild Co., 42 East 21st St., New York. 7-6-1pb

SALESMEN CALLING ON THE FURNISHING GOODS trade to carry quick selling side line; attractive samples, easily carried in pocket; liberal commission. Address B 76, care of Fairchild Co., Chicago, Ill. 7-6-1cb

CLOTHING SALESMAN WANTED TO HANDLE A POPular-priced line of young men's and boys' clothing; only those with trade need apply; state territory. DAVID LEES & CO., 40 N. Third St., Philadelphia, Pa. 6-22-3cb

Pants Salesmen Wanted

WALD, WALKER & CO.,

2-8 Astor Place NEW YORK CITY
7-6-1 cb

Trouser Salesmen Wanted

FOR A REPRESENTATIVE LINE RETAILING $1.00 to $5.00; either side or exclusive line in states of Pennsylvania and Indiana; extensive and attractive advertising campaign just started introducing the line to dealers; strictly commission on very liberal basis; none but first-class men need apply, with references and experience in first letter. Address

Bird, Jones & Kenyon
Utica, New York

7-6 2 cm

Experienced Shirt Salesman

who is at present selling fifty cent and dollar men's shirts, to handle in addition thereto a line of high-grade shirts from $1.50 up. Address 273, care of FAIRCHILD CO., 42 East Twenty-First Street, New York City. *7-6-1cb*

FOR SALE

FOR SALE—SET OF FOUR LATEST IMPROVED WEISS Clothing Cabinets, first-class shape; will hold two hundred suits; best of reasons for selling. Address GRINNELL CLOTHING CO., Grinnell, Ia. 7-6-2cg

CLOTHING AND FURNISHING BUSINESS IN GOOD Colorado town; small, clean stock, including hats and shoes; invoice about $6,000; write quick; other business requires my attention. Address M. B. W., care of Fairchild Co., Chicago, Ill. 7-6-2pg

ONLY EXCLUSIVE MEN'S FURNISHING STOCK IN northern Iowa town of 1,000; good building leased; new stock; snap for clothing man; health failed, reason for selling; $3,000 will handle deal. Address E. R. ST. JOHN, Riceville, Ia. 7-6-1pg

FOR SALE

FOR SALE—A $6,000 STOCK OF MEN'S AND BOYS' clothing in a county seat city of 3,500 in Oklahoma. Good room at reasonable rent. Will sell cheap. Address O. R., care Fairchild Co., Lees Bldg., Chicago. 7-6-1cg

BUSINESS OPPORTUNITIES

WANTED TO PURCHASE, IN A CITY OF 30,000 OR more within a radius of 200 miles of Cleveland, O., an up-to-date men's furnishing and hat store, entailing an investment of $4,000 to $5,000. Address S. C., 1303 W. 6th St., Cleveland, O. 7-6-1pm

MISCELLANEOUS

Surplus Stocks---Entire Stocks Bought for Cash

Merchandise of every description—such as **Clothing, Men's Furnishings, Shoes, Hats,** etc.

Phone or Write to **SINGER** 582 Broadway and 21 Throop Ave.

BROOKLYN, N. Y. Phone 4241 Wmsburg
11-10tfcm

MERCHANDISE WANTED FOR CASH

If you want to retire—let me know.
If you have any merchandise you can't use—let me know.
I will pay **cash** for any kind or any amount of merchandise.

FRANK KUPFERBERG
40 Lispenard Street, NEW YORK 6-22 tfcm

ATTENTION, MERCHANTS!!

Who want to make money surely, quickly and honestly.

S. J. STEINHART

The World's Greatest Sale Conductor

The only sales conductor who conducts his own sales in person. I will guarantee you 50% more money and at 40% less expense than any other concern following this line of business. 7,000 of the best concerns in the country will testify to my clean-cut methods and crowd-bringing abilities. I can positively put you on a sale that will convert your stock into cash at a profit and benefit your future business. The only sales conductor in the world who conducts all his own sales in person. Write today for a date. All information without obligating yourself.

S. J. STEINHART
Room 846 Stock Exchange Building, Chicago, Illinois
4-6-tfcm

RETAIL MERCHANTS, NO MATTER WHERE LOCATED

Are You Interested In A Special Sale?

Our specialty is reducing and closing out stocks of merchandise throughout the country through our new plan of advertising and special sales system which is entirely out of the ordinary and especially arranged for each individual sale. This is why we are more successful than the merchant himself in disposing of his merchandise or building up his business in general. Our plan of advertising has a drawing power, with a small expense, which you set and regulate, as well as the prices on your merchandise. With the assistance of one of our thoroughly experienced expert managers we can conduct a successful sale for you. Therefore, by reason of unvaried success we are able to refer you, by special permission, to Chicago wholesale houses such as Wilson Bros., Miller-Watt & Co., Cluett, Peabody & Co., Keith Bros. & Co., also retail merchants for whom we have conducted sales. Write for terms; give estimate on size of stock. **The old Reliable Company with its Real name that is known in every state in the Union as being the right company to do business with. C. N. HARPER & CO., 218 LaSalle St., Chicago, Ill.** (Incorporated) 6-8-tfcb

WE ARE THE LARGEST CASH BUYERS OF

ENTIRE OR SURPLUS STOCKS OF MERCHANDISE

of every description in the United States. Goods taken on consignment. Short term leases taken off your hands. Are you going out of business? Communicate with us. Established 1889.

VAN PRAAG & CO., 11 Lispenard St., - - NEW YORK
3-9-tfcm

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NOTICE TO ADVERTISERS

All inserts to be used in this publication must be full 13½ inches long by 10½ inches wide. Inserts must not be printed on heavier paper than 28x42—130 lbs. If exceeding this weight a charge of $5.00 per pound will be made for each pound the paper weighs over 130 pounds. No inserts will be inserted at any price which weigh over 160 pounds. The publishers reserve all rights to refuse to use any and all inserts not previously submitted for their approval.

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BOSTON, 72 Bedford Street — ROCHESTER, Exchange Place Building — PHILADELPHIA, 9 North 13th Street — CLEVELAND, The Arcade

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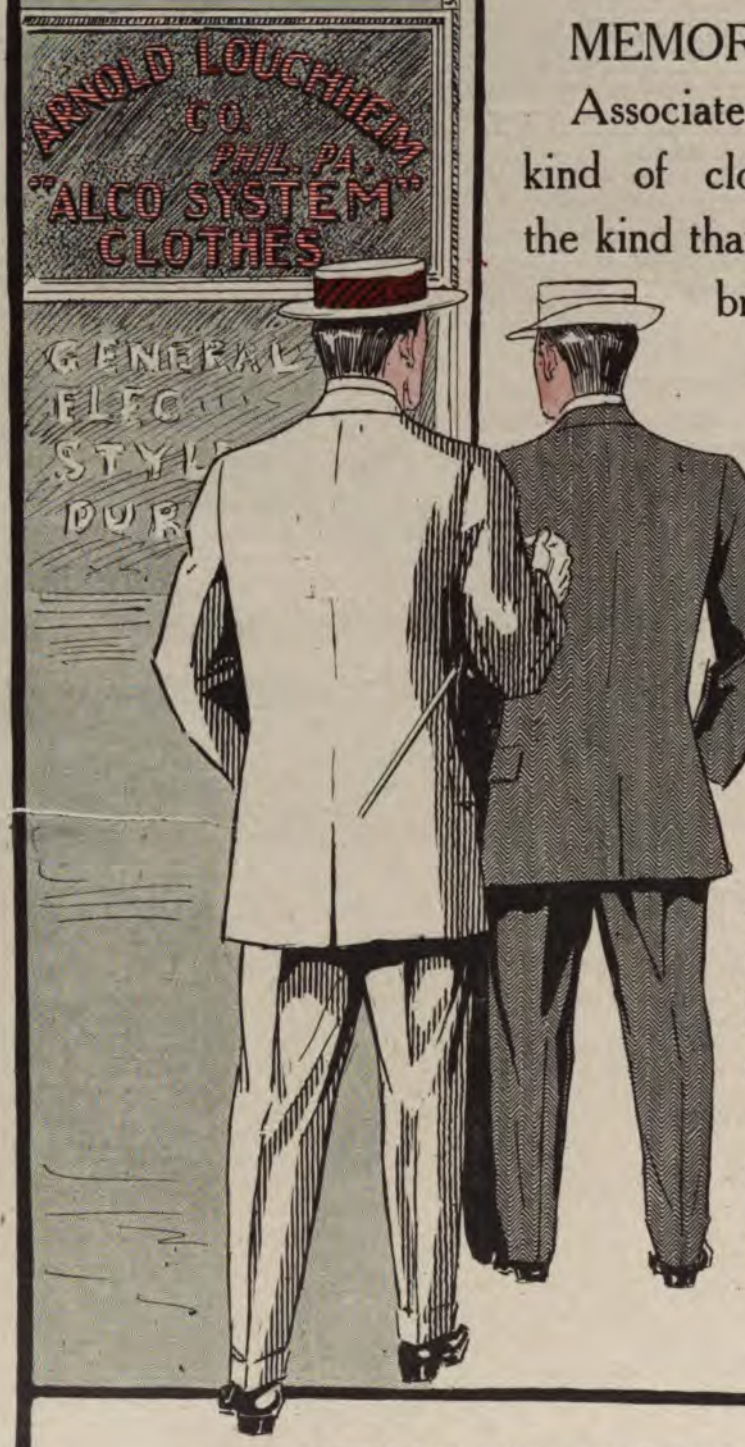
ALCO SYSTEM CLOTHES

810 B'WAY



MEMORIZE that Number.

Associate it in your mind with the kind of clothes you should handle; the kind that pay a handsome profit and bring your customers back.

Make a note to stop in 810 Broadway when in New York and examine

"Alco System" CLOTHES

For Fall

You'll see some creations that are exclusively "ALCO" and we'll prove that the "ALCO SYSTEM" line is the line for you.

If you can't come, write; and if New York is not convenient, we are also at

1610 Republic Bldg. CHICAGO, ILL.	408 North 12th St. ST. LOUIS, MO.
302 Caswell Block MILWAUKEE, WIS.	Baltimore and Hanover Sts. BALTIMORE, MD.

ARNOLD, LOUCHHEIM & CO.

Makers of "ALCO SYSTEM" Clothes

Eleventh, Wood and Carlton Sts. **PHILADELPHIA, PA.**

MEN'S WEAR

THE RETAILERS' NEWSPAPER

JULY 20, 1910

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FAIRCHILD COMPANY

Volume 29 Number 6

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PRICE 15 CENTS

What "Quality Output In Quantity" Means

Rare indeed is that instance where quality is combined with quantity.

In the making of clothes, volume of output usually means a sacrifice. Slighted workmanship, hidden defects, as a rule result.

The exception to the rule, however, lies in Adler-Rochester Clothes, and the reason for this is the Adler-Rochester plant—the finest tailoring institution in the world.

Not until the erection of this plant—not until "quality output in quantity" became possible, were these famous clothes available to all America.

Today, the successful merchants of six nations are handling

Adler-Rochester Clothes

The Adler-Rochester dealer is a man without competition—without even merchant-tailor rivalry.

For no finer materials—no richer shades or more fashionable patterns—are at the most exclusive tailor's command.

Nor is it possible to offer better fit, better style and better workmanship than Adler-Rochester clothes afford.

You can easily command the best trade in your community—if it lacks an Adler-Rochester agency—by writing us today.

Sample garments, swatches, etc., sent on request.

L. Adler, Bros. & Co.

Makers of

ADLER-ROCHESTER-CLOTHES

Rochester, N. Y.

Boston
Oak Hall Bldg.

Chicago
77 Jackson Blvd.

Comparisons

Comparisons are not odious to us. In fact, we welcome them, for it is by this very method that we make our greatest progress.

We are modest in the claims which we make for our product.

We believe that in selection of fabrics, in tailoring and in every step in the processes of manufacture, the same attention to detail is shown in the production of our line of men's clothing that is shown by every other manufacturer of high-grade clothing.

Comparisons will not reveal any very marked advantages on either side. When it comes to the comparison of PRICES, however, that is where we score.

We are offering you the same values, the same fabrics and the same tailoring at dollars less than you would have to pay elsewhere. Let us prove it to your own satisfaction. Can you afford not to save money?

Barron, Anderson & Co.

36 Otis Street, Boston, Mass.

Here are four of the most piercing overcoat models in America. In manufacturing detail they are excellent and in fabric they are the choicest of American Mill products.

"BRANDEGEE KINCAID & CO. CLOTHES"

haven't an equal in value. They are the highest type of clothes and can be profitably retailed at prices which will impress every man interested in absolutely safe quality.

Any merchant anywhere will recognize the merit of our product if he will make an inspection
For immediate delivery we have many choice staples, including Blue Serges

Brandegee, Kincaid & Co.

MAKERS OF MODERN CLOTHES
TAILOR SHOPS AT UTICA, NEW YORK

NEW YORK OFFICE
32 Union Square

UTICA, N. Y.

CHICAGO OFFICE
238 Franklin St.

We shall be glad to have merchants visiting Chicago make their headquarters at our office, 238 Franklin Street, where every courtesy will be extended to them.

You Ought to Realize
The *Many* Advantages brought by
THE L SYSTEM College and High School Week

¶ You ought to realize that this wonderful College and High School week will be carried out in every section of the country and will give thousands of young men a personal knowledge of THE L SYSTEM Clothes at the very time they will buy their fall and winter suits. That it will be advertised by us to such an extent that no dealer can help but make a huge success of those six days when THE L SYSTEM Clothes are proven by the "eye-test" to the young men of America.

¶ You ought to realize that THE L SYSTEM Clothes, with their unusual possession of the "apt style" in every model, with their individual excellence and difference, with their expression of personal exclusiveness and tailoring, must prove the only clothes that the College young man will have, the very clothes that the young men in your locality demand.

¶ Realizing these truths, the wide-awake dealer will get in line at once to share in the exceptional advantages, the unlimited profits of THE L SYSTEM College and High School Purchasing Week, by writing us, immediately.

¶ Visit THE L SYSTEM booth at the Clothes Show held in the Coliseum, July 30th to August 6th. Your eyes will tell you the merits of the most original Young Men's Clothes ever produced.

H. M. LINDENTHAL & SONS

STYLE ORIGINATORS

CHICAGO **BOSTON** **NEW YORK**

Always Good,
But Never so Good as Now

The Best-Made Clothes
In America

"EFF-EFF" FASHIONABLE CLOTHES
The Fechheimer Fishel Co.
Makers. New York.

The Right Kind of Clothes Makes the Right Kind of Clothes Store

Quality that begets Confidence, and Service that aims straight at Satisfaction, are the big factors in modern retailing.

E F F - E F F Clothes are made to please the wearer—that being your pleasure and therefore ours. They are tailored as well as clothes can be tailored; the styles are full of grace and character; the fabrics are not only all wool but they are all pure wool.

EFF-EFF Clothes make friends with the wearer

When you come to New York next month, visit our show rooms. The Fall and Winter lines are of lively interest to the progressive merchant.

The Fechheimer Fishel Company

746-748-750 Broadway, NEW YORK

THE August 6th Saturday Evening Post will mark the beginning of the Fall National Advertising Campaign on

Society Brand Clothes

For Young Men

and Men Who Stay Young

Merchants who handle these clothes will see the benefits of localizing the effect of this great publicity movement by displaying our show cards in their stores, having our Fashion Panels mailed direct to their customers and making liberal use of our complete ads. in their newspapers.

Made in Chicago by

ALFRED DECKER & COHN

Note--See the Society Brand Exhibit at the Style Show, The Coliseum, Chicago, July 30—August 6, inclusive.

When Michael Angelo Was Asked

"What do you mix with your paints that you produce such beautiful pictures?" he answered, "Brains, my boy, just brains."

It's The Same Situation With Us

We are stronger than ever

on

BOYS' SUITS

To Retail at $3.50, $4.00
$5.00, $6.00 and $7.50

PHIL. WALCOFF & CO.

MAKERS OF YOUTHS'
AND BOYS' CLOTHING

632 and 634 Broadway, New York

SELECTING an Overcoat is so important and so big a subject when it comes to points to judge by, that we once wrote a book about it.

This Retailers' Paper considered the book so valuable to the trade that the entire book was reprinted in these pages. Now we have an Overcoat line that is deserving of another book. It is worth looking at.

The newest things of really great import to the dealer and consumer alike are our rainproofed fancy Overcoats with our new Storm Collar. We call them Kenreign Great Coats. They deserve the name. When you want to talk Overcoat warmth and comfort and style these Great Coats are fine examples to show. When you have need of rain-coats they are with you until you show them.

That's two things to remember—

(1) Come and see our lines.

(2) Kenreign Great Coats in particular.

C. KENYON COMPANY

23 Union Square, New York City, N. Y.
200 Jackson Boulevard, Chicago, Ill.
611 Washington Street, Boston, Mass.
132 Sansome Street, San Francisco, Cal.

J. WAGEMAN'S SONS, CLEVELAND.

AGAIN the selling value of "New Way" Crystal Wardrobes is proven beyond question.

BROWNING, KING & CO. will equip seven more of their stores immediately as a result of the undisputed value of their present use in seven of their other stores—275 wardrobes for one company. They cannot afford to be without them. Can you?

SIMPLICITY—***STRENGTH***—EASY ACTION.

THE same results with few but sturdy parts that might in a measure be accomplished with a complicated mechanism, is what makes "NEW WAY" wardrobes to-day the most durable and insures you from future trouble and deterioration.

THE users' opinion and not a theoretical conclusion.

WHAT it will do proven by what it has done.

THE same length of hang rods on less floor space.

QUALITY and service first—then the right price.

SO little mechanism that you wonder how it is done.

THE leading clothiers will tell you. Among them:

Woolf-Marden Co., Chicago, Ill.
Gassman Bros., Chicago, Ill.
Hirsh-Wickwire Co., Chicago, Ill.
The Fair, Chicago, Ill.
Alfred Decker & Cohn, Chicago, Ill.
Daube, Cohn & Co., Chicago, Ill.
King-Swanson Co., Omaha, Neb.
P. T. McCook, Cedar Rapids, Ia.
Gildner Bros., Manchester, Mason City, Charles City, Ia.
J. C. Peterson Clothing Co., Boone, Iowa
Phelps-Dodge Co., Morenci, Ariz.

LOOK for the rigid rack revolving BOTH ways and so simply and sturdily supported, insuring indefinite wear.

Architectural Woodworking Company

Main Office and Factories: 3011-3029 Chestnut Street PHILADELPHIA, PA.
New York Salesroom, - - - - - 738 Broadway
Chicago Salesroom, - - - - - 805 Medinah Building
Canada: Jones Bros. Co. - Toronto, Ottawa, Montreal, Winnipeg, Vancouver

In New York, at Broadway and Third Street, and in Boston, at Washington and Boyleston Streets, we have fully equipped salesrooms.

Hart Schaffner & Marx clothes are too good for you to neglect.

Hart Schaffner & Marx

Good Clothes Makers

Chicago Boston New York

IF you are coming to market on your vacation, or for any other reason, we ask you to come in and see us.

If you want merchandise, we will show it to you; but if you dont, we will be glad to talk to you about your business problems, and tell you how Hart Schaffner & Marx merchants are solving them.

Our new thirteen story building in Chicago, at the corner of Monroe and Franklin Streets, is one of the city's interesting features.

American Clothes and London Standards

Englishmen are noted for their exacting requirements in clothes. They must be assured that their demand for personality and distinction in style and fit are satisfied. The men of London once believed that nowhere else in the world could such clothes be obtained, and this belief made London the dictator of clothes for men.

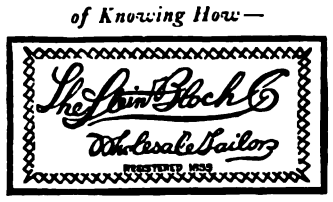
Therefore, to accept as right clothes bearing the *Stein-Bloch* label is an acknowledgment that they are the only clothes made in America whose style and fit are cosmopolitan enough to embrace the demands of the Strand and the requirements of Broadway.

When your customers try on *Stein-Bloch* clothes, they are wearing the best expression of style and fit in two hemispheres.

The Stein-Bloch Co.

Tailors for Men

This Label Stands for 55 Years of Knowing How—



Whoever Knows Good Clothes Knows It

Rochester, N. Y. Chicago

Shops and Main Offices 1422 Republic Building

New York City

The Fifth Avenue Building

OUR STRONGHOLD IS YOUR STRONG HOLD

EQUAL TO CUSTOM MADE

FROM

$15.00

TO

$20.00

RETAIL

There are more garments sold at from $15.00 to $20.00 retail than at any other price.

This has been the **"HORSE SHOE BRAND" STRONGHOLD** for nearly half a century (though our range runs to $35.00 retail.)

We give the **values** that give you the **strong hold** on your business.

Samples may be seen at our show-rooms, 687-689 Broadway---or forwarded on request.

DAVID MARKS & SONS

Makers of "HORSE SHOE" Brand Clothes

Broadway, New York.

NO SUBSTITUTE

FOR

All the good points common to high-grade hosiery, and, **in addition,** wearing qualities equalled by none.

Interwoven TOE AND HEEL

REG·U·S·PAT·OFF·

The only **strictly durable** THIN sock ever produced. No other hosiery has **toes** and **heels** made like Interwoven.

(Beware of fraudulent representations to the contrary.)

No other hosiery **wears** like this. Its reputation is world-wide. More than **a million** Interwoven socks sold **every month.** Backed by 50 years' experience in the manufacture of hosiery. Complete line in **all weights.** Silk lisles and cashmeres, 25c and 50c quality.

Genuine Interwoven hosiery is made by **this Company only.** It is sold by us directly to the retailer **only** and it is never sold through any other channel or under any other name. No other manufacturer can or does make **toes** and **heels** like Interwoven. May we send you samples?

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INTERWOVEN
STOCKING CO.

Sole Manufacturers and Distributors

INTERWOVEN STOCKING COMPANY, NEW BRUNSWICK, N.J., U.S.A.

"WENER MAKE"

"WENER PRICES"

A BRIGHT, captivating "Wener" model for young men. It carries a world of really clever style and an excess of true quality. The fabrics used in this model are dependable Fancy Cheviots and Cassimeres and Black and Blue Cheviots and Serges. The novelty treatment of the cuffs and the graceful wide lapels add materially to this model's attractiveness. Sizes 30 to 38. Prices $3.50 to $14.00. Send for a sample suit with swatches. We'll prepay express charges.

YOU might look through a dozen lines of children's clothes and still not find a model with as much class to it as is contained in this three button, double-breasted Knickerbocker suit. The seams are all double-sewn and the entire suit is reinforced, where needed to withstand strenuous service. The fabrics are Fancy Cheviots and Worsteds. We'll gladly send you a small assortment of these suits. Or, if you prefer just a sample and swatches, advise us. Ages 6 to 16. $1.50 to $7.50.

We furnish newspaper electros of above with every purchase.

J. WENER & CO., 708 Broadway, New York

Chicago Office, 807 Medinah Bldg.

Boston, 18 Boylston St.
W. W. Jeffrey

A. L. Laib J. G. Blesch L. J. Longini Jos. Reichman

St. Louis, 402 Columbia Theatre Bldg.
Max Sandperl

ESTABLISHED 1860

Perrin Gloves For Men

ESTABLISHED 1860

GRENOBLE *PARIS*

MONTREAL *LONDON*

Trade Mark Registered

Famous the World Over

Leading Lines of Perrin

BEST PIQUÉ KID
BEST CHEVRETTE SUÈDE
BEST FESTON SUÈDE
CAPE SUÈDE PIQUÉ
PXM ELK TAN
PXM SIRDAR
PXM REDVERE
PIQUÉ GAULOIS GLACÉ
PIQUÉ BREDA GLACÉ
PIQUÉ CAPE GLACÉ
FESTON KID MONOPOLE
FESTON KID REGENCE

Retailing from Dollar-Fifty Upward

V. Perrin et Cie

33 Union Square, New York
Chicago Office: Republic Bldg.

Factories at Grenoble, Millau, La Mure, Creissels, } *FRANCE* *And at Gloversville, NEW YORK*

OUR EXHIBIT

and every business day before and our own showrooms and cannot

A LITTLE PLAIN COMMON SENSE TALK

between merchants directly and indirectly interested in clothing, would, in a good many cases, give an inkling as to why Mr. So and So is the most successful retail clothing merchant of his town.

We maintain that the most successful retailers throughout the country are those merchants who handle high-grade clothing at popular prices, but who buy their goods from concerns where they get the best values for their money.

This is so simple that at first blush it may seem ridiculous to mention it. But in connection with what follows its significance becomes apparent.

An important factor necessary to success is to advertise your own name and to stand behind every dollar's worth of clothing that leaves your place.

This advertising of your own name gives you a prestige which is a real asset. You are then in a far different position from the retailer who is advertising, instead of his own name, the brand of some manufacturer, who after selling him a good many years and having the retailer build up the maker's brand, thus always remains the dominant factor, and is in a position to dictate to the retailer and to even take the brand away and give it to a competitor in the same town.

A man who advertises his own name has clear sailing, fears nobody, and is, moreover, in a position to sell reliable merchandise under his own name at a price as low as that which he himself would have to pay at wholesale to the maker of a so-called advertised brand.

JACOB COHEN,

HIGH GRADE CLOTHES

35, 37 and 39 Bond Street,

THE FACTORY BEHIND

AUG. 10th to 17th

after those dates will be held at fail to interest any live merchant.

Character Clothes

REGISTERED TRADE MARK

J. COHEN SONS & CO MAKERS, N.Y.

A Guarantee of Excellence

For high-grade clothing at popular prices ***"Character Clothes"*** are in a class by themselves. Seeing is believing.

Write us today to send Samples Express Prepaid

SONS & CO.

AT POPULAR PRICES

NEW YORK

THE GARMENTS

Our Claim for the superior merit of "Character Clothes" rests upon the fact that they are made in our own modern plant, on the premises, under personal supervision and the endorsement of the Union Label.

"REVOLVIT," THE CABINET THAT IS FULLY 2 YEARS AHEAD

THE ONE YOU WILL EVENTUALLY INSTALL

"Revolvit" controls features which no other cabinet possesses—features that have proven to be correct, not theoretically, but by actual every-day hard usage in more than five hundred busy stores everywhere.

One is a powerful **triple extension**, roller bearing carriage.—Another is that the glass front and garment racks are all in one, revolving with one motion.—Another is that the hang-rod, holding the forty suits, is as long as the cabinet itself.—Another is that the cabinet is only 30 inches wide, permitting same to be placed to suit the conditions of any store.

ARRANGE THEM TO SUIT YOUR BUSINESS

"Revolvit" is the only floor-case cabinet made permitting you to place them either in the center or along the side of your store in front of shelving—same as ordinary floor cases.—But, no matter where—"Revolvits" **show** and **sell** clothing as no other cabinet can and will do.

Show and sell it with **less stock**—because "Revolvits" make the display that is so necessary to impress the prospective buyer with the quality rather than the quantity of your merchandise.

Sell it with **less labor**—because "Revolvits" have no sliding, swinging or disappearing doors nor extension carriers or hang rods to manipulate. A slight pull and the cabinet revolves, putting every suit into immediate selling action.

Sell it with **increased profits**—because in "Revolvits" your stock is not hidden away; it can be seen and at the same time is kept free from dust, dirt and wrinkles. Cut Price, End-of-the-Season or Damaged Stock Sales are unnecessary where "Missing Link" "Revolvits" are used

Kansas City Store of J. H. Green

But here is a more detailed description of these two-years ahead features.

"Revolvit" is a floor-case 30 inches wide, 47 inches high, and 60 inches long, and holds forty suits. The entire glass front, together with one-half of both ends, is removable and telescopes in and out of the cabinet-part proper, which consists of a paneled marble-wainscoted floor, the other halves of the ends, the back and top.

To telescope the front half of the cabinet a triple roller bearing carriage is suspended from beneath the paneled marble wainscoted bottom. Mounted on this carriage is an extra heavy metal column with a cold rolled, oil tempered steel point at top. This point is fastened into a non-friction metal pocket. This pocket is a part of the telescoping front and supports this as well as the hang rod for the suits.

A slight forward pull by the handle near top of telescoping front of case rolls the carriage, together with the telescoping front and the forty suits, completely away from the balance of cabinet. ONLY THE FRONT HALF OF CABINET EXTENDS AND TELESCOPES. The floor, back, sides and top of cabinet remain stationary, and only the glass front suspended from the steel column of the extended carriage, together with the forty suits, works backward and forward. The same movement that telescopes the front outward revolves it, and vice-versa, to close the cabinet.

This exclusive patented feature does away with all disappearing, sliding or swinging doors and the use of special hang-rods or garment racks. The revolving action takes place so quickly that aisles are never obstructed. Only thirty-eight inches of aisle space are necessary to completely revolve the cabinet and to bring every suit to the front.

Design, material and construction is of the highest standard. All exposed wood-work of quarter sawed oak, finished a beautiful shade of dark golden oak, or birch wood mahoganized. The base finest quality marble. The front, sides and back fitted with best select double-strength American glass. The top one piece plate glass with polished edges, extending clear over the case, preventing the wood-work from becoming scratched.

"Revolvit," crated, in shipping order, weighs 400 pounds. To install "Revolvit" no expensive store alterations are necessary. No experienced mechanics are needed.

"Revolvit" as combination cabinet and counter.

Price now, $60.00, f. o. b. St. Louis

We have a very interesting paper describing "Missing Link" "Revolvits," but this page concisely tells all you want to know. Send us your order NOW and let "Revolvits" themselves prove their merits and our claims.

THE HEIMANN-MILLER MFG. COMPANY

Hugo Heimann, Sales Mgr.

1405 Washington Ave., St. Louis, U. S. A.

CONFIDENTIAL SERVICE

Fairchild Service is the Clearing House for Merchandising Plans and Ideas.

Fairchild Service is competent and Confidential service.

Fairchild Service analyzes your merchandising problems, scientifically dissects them.

Fairchild Service brings to you quickly a new viewpoint in considering the perplexing problems that confront you.

Fairchild Service holds your interest in the highest regard, it is impartial, has no axes to grind, is concerned only in the interest of its clientele.

Fairchild Service costs you nothing, offering you the maximum of service, without compensation. Its only condition is, that you are not connected with the wholesale or jobbing end of the Industry, but connected with the retail branch of the men's clothing, furnishing goods or hat trades, and a subscriber to *Men's Wear* or *The Chicago Apparel Gazette.*

IF YOU ARE NOT AN F. S. INVESTIGATE BY ASKING OR WRITING.

FAIRCHILD COMPANY

Chicago New York

Our Raincoat Shop

is the model coat shop of New York. It's a pleasure to go into it. That shop couldn't make poor coats if it tried. The atmosphere of the place is such, that every operative feels called upon to give the best that is in him — —

Cohen Goldman & Co
New York

and the standard set is so high, that you can depend on every coat coming out right.

It is this kind of work, that has made our Raincoat business —

You can buy popular-price coats here and get workmanship of the highest grade.

A hard combination to beat.

Cohen Goldman & Co
New York

HELPS FOR THE BEGINNER

EASY WINDOW TRIMS

FOR CLERKS WHO

WANT TO LEARN

$1.25

CHARGES PREPAID
MONEY MUST ACCOMPANY ORDER
WE BOUGHT THE WHOLE EDITION FROM THE
MERCHANTS' TEXT BOOK CO., HENCE THE LOW PRICE
THE BOOK HAS 600 ILLUSTRATIONS OF ELEMENTARY RULES
AND PRESENTS FUNDAMENTAL FACTS FOR
THE INEXPERIENCED AMBITIOUS
TO LEARN RUDIMENTS

FAIRCHILD COMPANY

PUBLISHERS OF

MEN'S WEAR

AND

CHICAGO APPAREL GAZETTE

THE RETAILERS' NEWSPAPERS

LEES BUILDING, CHICAGO

42 EAST 21ST STREET, NEW YORK

Don't Let Your Sock Department Loaf!

We sell direct to retailers only. If they do not make money with True Shape Hosiery we cannot—consequently we are leaving nothing undone to put such style and snap into

True Shape HOSIERY

that it will sell on sight—and put such quality into it that it brings customers back again and again because it wears. Every thread we use is the best that money will buy. Our dyes are true to shade, the most fashionable in color and absolutely fast. The ***fabric*** has a beautiful texture and the sheen of silk.

True Shape heels and toes are made from threads that are made doubly durable by a quadruple twist. There are no heels and toes made that compare in wearing qualities with True Shape.

Our sheerest socks are filmy but never flimsy. True Shape prices and selling qualities will appeal to your best business judgment.

Let us send you a sample order to inspect. If the goods themselves fail to convince you that True Shape Hosiery is the best buy in the whole trade, return them at our expense. Samples cheerfully sent on request.

TRUE SHAPE HOSIERY CO.,
Bristol Street, West of Germantown Ave., Philadelphia, Pa

Sterling
BENCH
TAILORED CLOTHES

The Label Which INSURES
Style, Fit and Satisfactory Wear

YOUNG men of discrimination know STERLING Clothes possess the desired snap and individuality.

Dealers seeking a Come-Back-Again Trade may safely pin their faith on the Great, Diversified Sterling Line—Clothes for all ages, all shapes and all sizes.

Progressively at it since 1852

MAYER SCHEUER OFFNER & CO.

CINCINNATI

ROELOFS HATS

ROELOFS HATS

"SMILE"

"SMILE"

"SMILE"

"SMILE"

"SMILE"

"SMILE"

"SMILE"

"SMILE"

EVERY

ROELOFS (SMILE) DERBY

CONTAINS A

PRINTED GUARANTEE;

A broad, comprehensive agreement, in fact, that saves merchants from loss or arguments with their customers.

There Are No "Ifs" or "Buts" About It

It is a plain unequivocal statement that we will "make good" to YOUR customer for any unsatisfactory hat.

WE DARE TO DO THIS

because our product has reached such a high state of perfection.

Of course, ROELOFS WORLD RENOWNED STYLES are incorporated with this guarantee.

Let Us Send You a Sample Line at Our Expense.

ADDRESS "Roelofs" (and smile)

Phila. Pa.

CHICAGO OFFICE: 1612 Republic Bldg.
NEW YORK OFFICE: 781 Broadway.

This is the Way We Bring You Customers

The Little Man Should Be Well Dressed Too

You can't blame the neighbors for accusing the slovenly dressed boy of most of the mischievous pranks. And people will talk, you know, if mother goes to the matinee in a new gown while son Jack comes from school with ripped trousers and shabby coat.

Of course your intentions are good. You doubtless spend enough to have the boy look well dressed. But active healthy youngsters are bound to be hard on clothes, and the ordinary kind are not made to stand the racket.

PERFECTION CLOTHES

To have your boy look well in school, at play and on dress parade you should be particular to get the clothes especially made to withstand boy's wear.

At good dealers

Perfection Clothes, first of all, have the quality that makes the foundation for lasting looks. They are cut from choice patterns. Sewed by skilled workers. Made in a factory devoted to nothing but boys' and young men's clothing.

And, then, more important still, PERFECTION CLOTHES are stayed and double stayed at every strain point. Have stout canvas interlining. Buttonholes have ingenious supports. Buttons are trebly sewed. And nothing but pure linen thread everywhere.

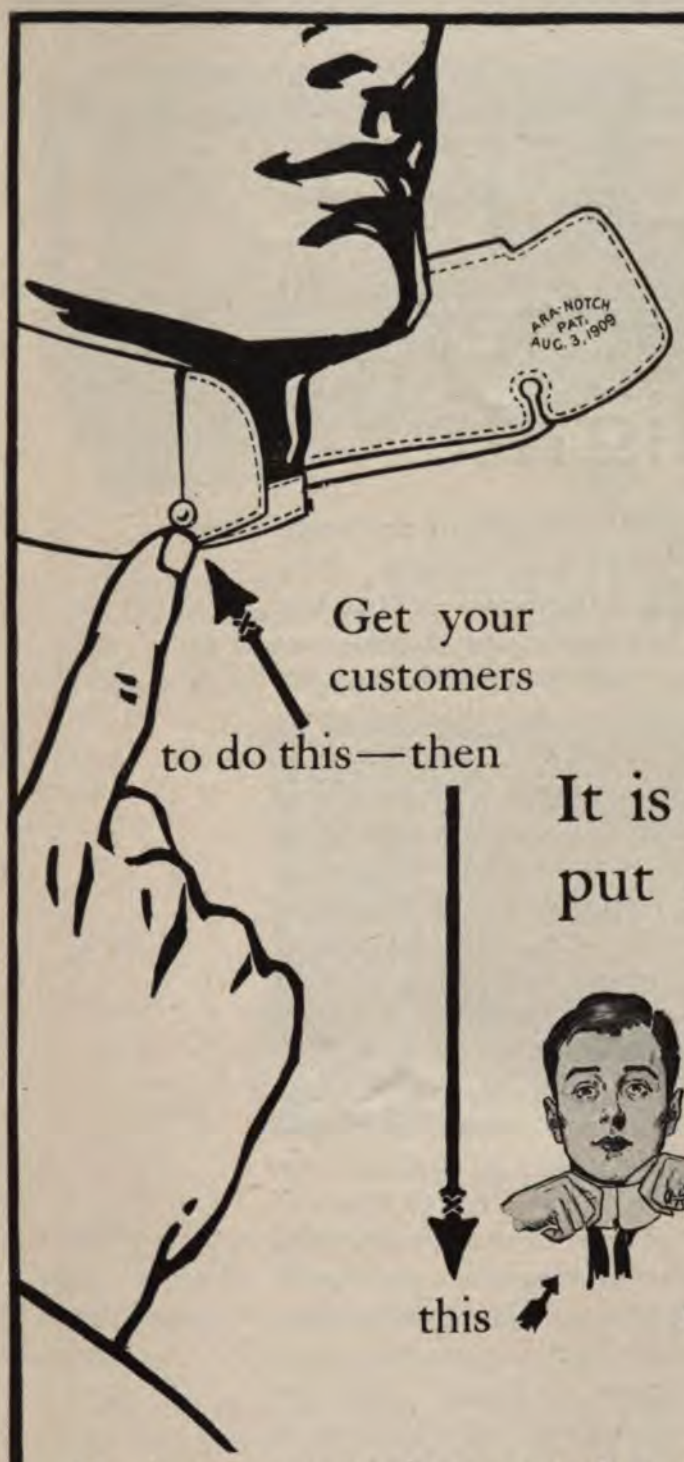
Perfection COPYRIGHTED

Say "PERFECTION" the next suit you buy. It's worth your while to look for and insist upon our trade mark.

Cincinnati

N. Blumenheim & Co

Chicago Sales Room, 703 Medinah Bldg.



Get your customers to do this—then

IF you have the best interests of your customers at heart, you will see that they know how to put on a Notch collar. It saves time, temper and money. It insures a close meeting collar. It prevents the ripped out buttonholes, the torn finger-nails, the metal collar buttoner.

It is the easiest collar to put on and to take off

this

Then this

And they will get this

It is even easier to take a Notch collar off than it is to put it on—all you do is to put finger under end and FLIP IT OFF

Several styles—all new and popular in

ARROW COLLARS

CLUETT, PEABODY & COMPANY, Makers

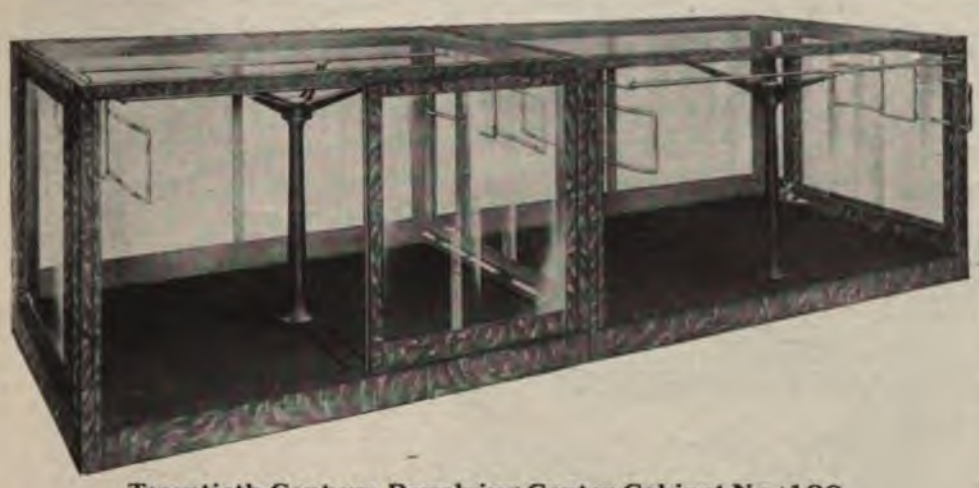
Baltimore Boston Buffalo Chicago Cincinnati Cleveland Denver Kansas City Los Angeles Minneapolis New Orleans New York Philadelphia Pittsburg St. Louis San Francisco Seattle Troy

Don't fail to visit the Wearing Apparel Show, held at the Coliseum, Chicago, July 30th to Aug. 6th, 1910.

The Corner Of Delights

will be Booth 59, and lovers of any delight are sure to collect wherever that delight is at its best. You are invited—lovers of surprises—of delights—of beauty—of fashion—of economy—whoever, whatever you are, to review the exposition of Silkdom of Cravats in Booth 59. What taste and skill, brains and genius have done for nineteen ten fall season cannot be known without a visit to "the Corner of Delights"—Come any time—it's like a kaleidoscope—fresh delight each day. Paris, London and America are all trying for first honors this season in their ideas of Cravat silks; we don't know who will win, the eccentric, dazzling or dainty; decide for yourself. Colors that laugh, fascinate, bewitch—but come and see if we have not every right to the title of "Smart and Distinctive Cravat Center"—not a proper sort missing—all cravat fashiondom here—fancy is free—taste will recognize at once elegance and distinctiveness in this, "America's International Cravat Show," for distinctive "difference" is the keynote surprise, the prime essential demanded by the "progressive" buyers of the "progressive" shops, who even occasionally seek "noticeableness" and yet do not care to "follow the mob" in Cravat Apparel. Let the "Corner of Delights," Booth 59, greet you! Come to Chicago—enjoy the delights of the Wearing Apparel Show and as we enjoy the joy of others, admission tickets for the asking from

McCURRACH & SMITH, INC.
HIGH CLASS CRAVATS
CHICAGO



Twentieth Century Revolving Center Cabinet No. 100

If you contemplate remodeling let us figure with you.

A postal will bring a store-planning expert to you without cost.

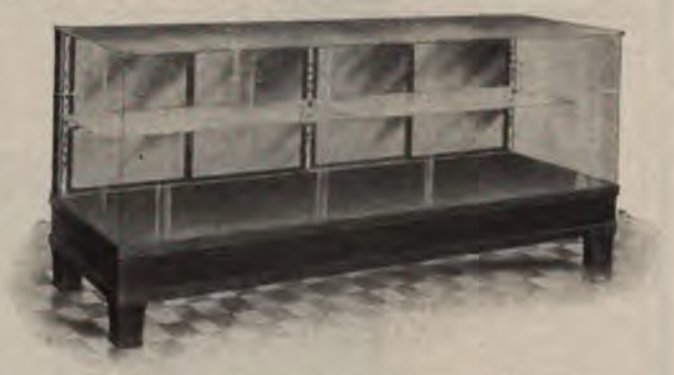
Maximum capacity of from 100 to 120 complete suits. Rods are mounted on revolving arms which enable the two rows of suits to be turned about as desired, making it perfectly easy to show any suit in the cabinet. Suits may be readily put in or taken out. Mechanism is frictionless and contains no complicated bearings to get out of order. Will last a lifetime.

Twentieth Century Sectional Cabinet No. 71

Fitted with our improved triplicate ball-bearing slides—practically noiseless—no sagging of rods—heavily nickeled—and our improved disappearing doors.

If your floors are uneven or sag, these doors can be adjusted in a few moments. It's the only one so far invented that can be adjusted.

Write for Catalog
D-3 for Clothing Cabinets; A-3 for Silent Salesman Cases



American Beauty Display Case No. 412
Looks Well and Wears Well

GRAND RAPIDS SHOW CASE CO., Grand Rapids, Mich.

Branch Factory, Lutke Mfg. Co., Portland, Oregon

When in New York Market visit our exhibit at 724 Broadway.
When in St. Louis Market visit our exhibit at 1329-1331 Washington Ave.

LARGEST MANUFACTURERS OF STORE FIXTURES IN THE WORLD

Our Direct Advertising Campaign

Is creating a demand for Barker Brand Collars which must be supplied by dealers. It's up to you to be in a position to supply the demand for Linen Collars.

DOVER

SAMPLE COLLARS AND CATALOG ON REQUEST

WILLIAM BARKER CO., Makers

Troy, N. Y.

Salesrooms

New York Chicago Boston

WHETHER you hang your clothing on racks or in cabinets THE KIMBALL COAT TICKET is the only satisfactory marking device,

BECAUSE--

It is quickly and easily attached without thread or gum.
It will stay on until purposely removed.
It is always in plain view.

It is absolutely safe, making damage from tearing or scratching impossible.

SAMPLES FREE FOR THE ASKING

A. KIMBALL CO.

307-309 WEST BROADWAY, - NEW YORK CITY

THE SCRIVEN UNDERWEAR

is

Easy and Comfortable, Perfect Fitting and Durable.

LOOK!

We will relieve you of your underwear trouble and annoyance.

HOW?

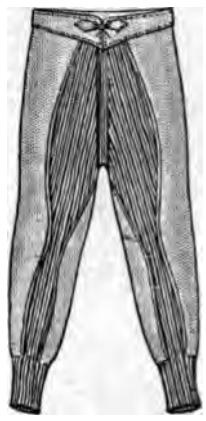
By supplying you with the *Scriven Underwear* which is made in a large variety of styles and fabrics, in all waist sizes from 28 to 50 inches and inseams from 28 to 36 inches.

We guarantee it will fit and please your customers

Order a small sample line and be convinced

IT WILL PAY YOU

The SCRIVEN IMPROVED ELASTIC-SEAM TRADE MARK REG. U.S. PAT. OFF. DRAWERS.



Our Illustrated Catalogue of Prices sent on request.

J. A. SCRIVEN COMPANY

SOLE MANUFACTURERS

16 and 18 East 15th Street **New York City, N. Y.**

WHETHER you hang your clothing on racks or in cabinets THE KIMBALL COAT TICKET is the only satisfactory marking device,

BECAUSE--

It is quickly and easily attached without thread or gum.
It will stay on until purposely removed.
It is always in plain view.

It is absolutely safe, making damage from tearing or scratching impossible.

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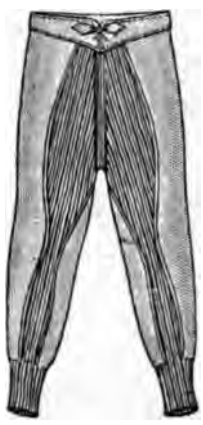
TRADE MARK REG. U.S. PAT. OFF.



Our Illustrated Catalogue of Prices sent on request.

J. A. SCRIVEN COMPANY

SOLE MANUFACTURERS

16 and 18 East 15th Street **New York City, N. Y.**

AUTO GREAT COATS FOR THE OWNER OF THE CAR

MODELS (IN A WIDE VARIETY OF FABRICS)—OUR OWN INDIVIDUALITY AND FOREIGN MODELS TO MEET EVERY DISCRIMINATING WANT

Chauffeurs' Suits and Chauffeurs' Protector Coats

CORRECT MODELS AND SPECIAL FABRICS

IN ALL WEIGHTS (CRAVENETTED), POPULAR PRICES, AND UPWARD

SPECIAL PREPARATION TO FILL ORDERS FOR

Auto Dusters

ROSEBERRY, GABARDINE, CRAVENETTE RAINCOATS AND RUBBERIZED COATS FOR YOUR AUTOIST AND TOURIST NEEDS

Heidelberg, Wolff & Co.

644 Broadway, New York

NIPSON SYSTEM CLOTHES

JUST FOR YOUNG MEN

To Retail from $15 to $25

NIPSON SYSTEM clothes are made particularly for *young men* and for *particular* young men. Not for fathers, not for youngsters, but for *young men exclusively* and for particular young men *especially*.

The *young* men of your town represent the most desirable trade of your town. Please a young man with a suit of clothes and he becomes an instant and tireless *missionary* for you, bringing other young men to your store. You can please them with NIPSON SYSTEM styles, because these are the styles the young men are after.

> The dealer who does not *look into* the merits of NIPSON SYSTEM clothes is not on the *lookout* for his own best interests. One dealer writes: "NIPSON SYSTEM clothes, price considered, are the best we have in the store, both from the standpoint of style and workmanship. They suit our young men's trade."

Sample garments sent on request. Send a request today and be ready for the business of tomorrow.

NIPSON SYSTEM

628 Broadway - - - - *NEW YORK*

STORE EQUIPMENT

For Clothiers is no longer a problem, with WELCH CLOTHING CABINETS

Illustrating a row of sectional Double Deck Cabinets for suits, Single Deck for Overcoats, Mirror Alcove and disappearing hat fixture.

Write for the experience and testimony of hundreds of Welch Cabinet users.

To see will mean to convince you that our Clothing Cabinets excel in Durability, Construction and Finish.

We design and execute complete store outfits, from shelving to show cases.

Send for Clothing Cabinet Catalogue C-1910

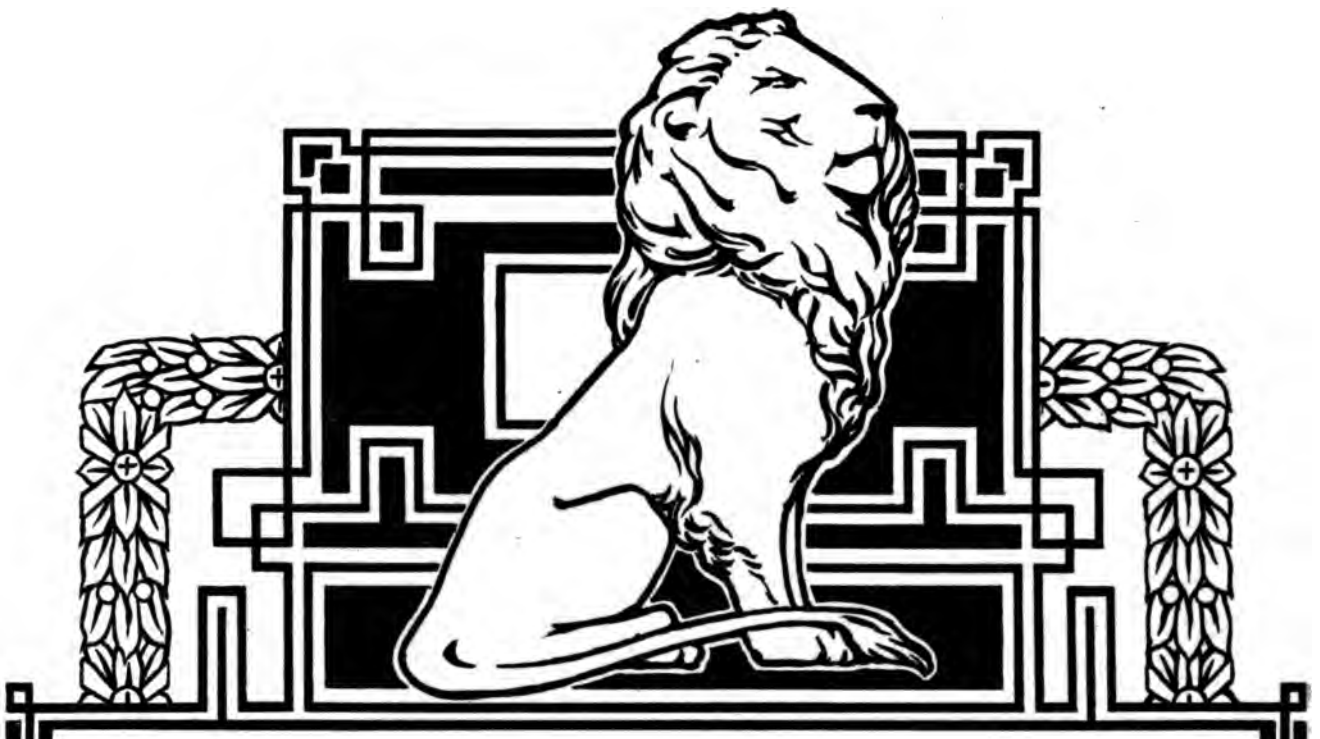
Send for Show Case Catalogue S-1910

This is Wilmarth's Famous Crystal All-Plate Case

WELCH MANUFACTURING CO.

GRAND RAPIDS, MICH.

The Better Make of Clothing Cabinets



¶ The merchant who would offer his contemporaries clean, strong competition, based upon the character of the garments and their price—

¶ That merchant will find in Hackett-Carhart Garments for Men, Young Men and Boys a competitive weapon against which competition cannot successfully compete.

Hackett Carhart & Co

841 BROADWAY, NEW YORK

"OLIVAUTO" and "FORESTRY CLOTH" are made only by the AMERICAN WOOLEN COMPANY. Both names are protected by copyright and any infringement of these rights will be opposed.

DUST, WIND AND WATER PROOF

Extremely serviceable, in colors harmonizing with nature's own color schemes, it is with absolute fidelity to facts that

"FORESTRY CLOTH"

and

"OLIVAUTO CLOTH"

are called THE IDEAL OUTDOOR FABRICS

They are wool-dye, twill-weave mixtures of the very finest quality. They possess a tremendous amount of serviceability which fits them especially for sportsmen's use, and yet they have an elegance of finish that gives them an enhanced value to those who desire to maintain a faultless appearance under any and all conditions.

RIDING AND DRIVING CLOTHES, MOTORISTS' APPAREL, OUTING SUITS, NORFOLK JACKETS AND RAINCOATS ARE ONLY A FEW OF THE GARMENTS FOR WHICH THESE FABRICS ARE NOW BEING UTILIZED

For suitings we make up OLIVAUTO and FORESTRY CLOTH in hard-finished effects in 13½ and 14 ounce weights. For heavier garments the fabrics are in a rough-finished effect in 16, 18, 20 and 22 ounce weights.

The OLIVAUTO color is light brown. FORESTRY CLOTH is a beautiful shade of olive green.

OLIVAUTO CLOTH A.W.Co. REG. U.S. PAT. OFF.

For sample swatches of OLIVAUTO and FORESTRY CLOTH, write to our New York selling office, Dept. 4.

FORESTRY CLOTH A.W.Co. REG. U.S. PAT. OFF.

AMERICAN WOOLEN COMPANY

WM. M. WOOD, President

SELLING DEPARTMENT
126 Fifth Ave., New York

J. CLIFFORD WOODHULL, Selling Agent
FRANCIS R. MASTERS, Associate Selling Agent

The
Washington
Company
Makers of
The Highest
Grade Ready-
for-Service
Garments for
Men & Young Men
10-20 Astor Place
NEW YORK

World's Best Rain Protector
London
RAINCOAT
For Men At All Clothiers

Just What We Say

THERE'S always the temptation to talk big—it is so easy to make a *noise!*

But—here's the way we sell our lines: By putting into our garments so much value for price, that they do their own ***talking.***

If you consider merit, if you recognize money's worth, if you believe your own eyes and trust to your own judgment, then examine

Our Smart Clothes for Men and Young Men and our London Raincoats With Presto Collars

We believe that a half hour with these clothes will convince any buyer that here are the lines he ***ought*** to sell.

The wise trade has discovered this fact years ago. Let us show you the line of ***reasons.***

Salesman is Ready

Price Range, $12.00 to $25.00 at Retail

L. Black Co.

ROCHESTER, - - NEW YORK

Registered

This Trade-mark under the clasp of your mufflers and neck scarfs is assurance of the very best that can be produced at the price.

"THE Bradley"

Trade-Mark

The Bradley Trade-mark on knit coats marks the highest grade and best profit-making knit coats produced in America.

The Great Bradley Muffler

Full-fashioned and with the V-neck, retails at 50c, and is the ***finest*** and best 50c muffler on the market. It is the ***only*** muffler made exclusively from imported Egyptian mercerized yarn. It is fully protected by patents, as are all Bradley neck scarfs.

Bradley Dress Scarf No. 303, $7.50 per dozen. Retails at $1.00 each.
Bradley Coat Scarf, No. 310, $12.00 per dozen. Retails at $1.75 each.
Bradley Auto Scarf, No. 302, $9.00 per dozen. Retails at $1.50 each.
Bradley Shoulder Throw, No. 320, $15.00 per dozen. Retails at $2.00 each.

All made in every desirable shade and all collar sizes. Not sold by jobbers.

The only muffler products in the world on which your profits always have been protected and always will be

Bradley advertising to the consumer will reach many millions who will **prefer** a Bradley and will come to **you** for it.

Your orders should be placed quickly. You are guaranteed against all trouble or annoyance from patent suits. **The quality and satisfaction are in the Bradley.**

Bradley Knit coats enjoyed a fine reputation before the muffler was invented. But you cannot get them this season unless your orders are placed at once.

If you are not familiar with Bradley mufflers or knit coats, a line to our nearest office will bring you catalogue or samples.

No. 301 Bradley Muffler

BRADLEY KNITTING CO.

Delavan, Wisconsin

CHICAGO: 1729 Republic Bldg.

NEW YORK: 1 Union Square.

BOSTON: 84-86 Essex Street.

SAN FRANCISCO: 510 Commercial Bldg.

CANADA: Monarch Knitting Co., Dunnville, Ontario.

EUROPEAN DISTRIBUTORS: I. B. Kleinert Co., New York.

No. 930 Auto Coat

'TWILL PAY YOU TO TURN THIS PAGE AROUND—NOT OVER

MEN'S CLOTHES
TO RETAIL PROFITABLY
AT
$15
$20
$25

RIBBON

BLUE

The F·K·C

A well-managed concern, with the confidence of the people, can increase their business and add to their reputation and bank account selling **BLUE RIBBON** clothes. Just signify a willingness to see the line. Leave the rest to us.

MORE SALESMEN NEEDED—We want to extend the sphere of usefulness of BLUE RIBBONS. There are plenty of good merchants in all sections who would buy this line if presented by men whose ability equals the quality of BLUE RIBBON clothes. We want the services of such men.

FECHHEIMER - KIEFER CO. CINCINNATI

IT IS DESIRABLE TO MENTION THIS PAPER WHEN WRITING ADVERTISERS.

CHANCES are you'll be wanting the Mayer-Cincinnati tailoring line in a month or so—when most likely it will be too late for you to secure one for the Fall season.

Our opening magazine advertisement for Fall appears in The Saturday Evening Post July 16th; Collier's Weekly July 23d; Everybody's for August; McClure's and Cosmopolitan for September—half pages in the weeklies, full-pages in the monthlies.

Clarence Mayer

BETTER be foresighted—send in your application now, before the last few lines are placed. The fabrics, workmanship and service will make you glad you spoke in time.

We are just adding over 10,000 square feet of floor space to our tailoring shops, in anticipation of the coming season's requirements, based upon the demand for Mayer-Cincinnati Tailoring shown during the Spring and Summer season.

& Co., Cincinnati

Stag Trousers

Union Made

This Label on Every Garment

These Trousers have been Leaders for Twenty Years

BECAUSE no one has ever made, or ever seen, a *finer* line of Cassimere and Worsted Trousers. They make pleased and permanent customers of trial-buyers.

"Stag Trousers" are Union Made, and finished *complete,* from cutting to pressing, in the finest, cleanest and most sanitary factory in America.

WE challenge any tailor or manufacturer to make better fitting trousers. There are no pantaloons made to-day that *set* as well and *hang* as well as the "Stag Line."

"Stag Trousers" are guaranteed not to rip, or a new pair FREE. The real live-wire line for pushing, wide-awake merchants.

They are advertised, too.

SHOWN in 500 styles from $1.00 to $4.00. Ask for salesman or samples. Express paid.

ALSO show over 50 popular numbers, *Corduroys* in Peg Tops and Regulars, $1.12½ to $3.25. Every garment *guaranteed.* None better in this country.

Bennett, Hollander & Lewis
Pittsburg, Pa.

Chicago Office: Room 204, Sheppard Building, 221 Fifth Ave.

A Judge

OF CLOTHING WILL RECOGNIZE IN—

Hermanwile

GUARANTEED CLOTHING

A VALUE AND QUALITY SUPERIOR
TO ALL OTHER LINES OF EQUAL PRICE

WE ARE INTERESTED IN SHOWING DEALERS
WHO ARE INTERESTED IN LOOKING FOR
FALL AND WINTER 1910-1911

$8.50 TO $17.50

HAND TAILORED GUARANTEED

HERMAN WILE & Co.

BUFFALO, N.Y.

NEW YORK 817-819 BROADWAY, SEATTLE 410 PACIFIC BLK, MINNEAPOLIS 512 BOSTON BLK, CHICAGO 501 MEDINAH BLDG.

BIG FOUR SPECIALS

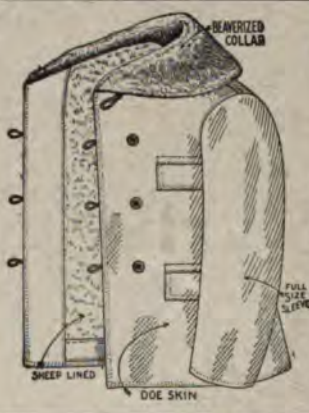
Acme
TRADE-MARK

CORDUROY TROUSERS

(like cut) of Grade 1, narrow wale cord; new peg-top effect; two hip flap pockets; two watch flap pockets; they button. The most advanced of shades, such as hunter green (see cut), college green, beaver, fawn and drab. Fall Worsteds, Cassimeres and Kerseys ready. Fancy Outings, White Ducks, Men's and Boys' Khaki. Prompt shipment on duplicates.

SHIRTS

See cut for make. Staple Flannels and Cottons. Soft Negligee, with and without collars. $4.50 to $27.00 per dozen. Write us today for details.



SHEEP COATS

Up-to-the-minute styles. Honest make, honest fabrics, true to measure. Big and roomy. We are making **the** coats of the country. They make money and give satisfaction for every dealer and jobber. Dig into our proposition.

PLAY SUITS

Every number a leader. **"ACME" PLAY SUITS** the best made. Every child wears them. Novelties that sell themselves. If you possibly do not know the make, write us today. Let's get acquainted.

Every specialty we make is a leader in its line. The kind that sells to the trade that comes back for more. Get aboard the right train. Let us hear from you today sure.

Khaki lines for Spring 1911 "READY."

J. B. PEARSON CO., MFGRS., BOSTON

65 BEDFORD STREET, P. O. BOX 1491

BOOSTING YOUR BUSINESS

THE SHOW WINDOW is one of the greatest—if not the *greatest*—advertising mediums there is. In it the passing public sees the merchandise itself—not *pictures* of it. The appeal of goods properly displayed is many times stronger than that of any printed picture or description.

To boost *your* business, Mr. Merchant, through your show windows, there is nothing equal to

Hugh Lyons Fixtures

Made in a variety of styles and sizes, they are adaptable for a thousand purposes. By their use you can arrange your window displays so as to make the most effective argument to the eye and purse of the passerby.

Hugh Lyons' fixtures are based on years of experience and study of display problems. They are designed to meet all requirements and are the most satisfactory fixtures the retailer can buy.

If you wish to show your merchandise—not only in windows, but throughout the store—in the best possible manner, *write us*. We'll tell you what fixtures you ought to have.

Hugh Lyons & Company

Lansing, Michigan

CHICAGO:
36 Jackson Blvd.

NEW YORK:
685 Broadway

Trade E & W, Mark.

AND

RED-MAN

BRAND

COLLARS

This same shape is BRIARWOOD in the RED-MAN brand.

Earl & Wilson

Makers

NEW YORK TROY CHICAGO BOSTON

Frankel System Clothes

Lead all other

Medium Grade Lines

because in them you'll find Style, Fabric and Tailoring to be found only in the highest grades, and yet they are popular priced.

Every garment all hand tailored in our own shops and Guaranteed to give good service or a new one free.

Frankel Brothers

New York's Largest Medium-Grade Clothing House

Fifth Avenue, New York

"Sampeck Clothes"

The Standard of America

For Children, Boys and Young Men

BUYING and selling are the principal parts of a retail clothing business. **Buying** comes first—months in advance of selling. This means the investment of your money **on faith**—faith that the clothes you buy will **sell** readily, when the time comes, and yield you a generous profit as well as permanent **customers.**

The **worth** of "Sampeck" Clothes makes them worth buying, and turns the element of **faith** into absolute **certainty** that the garments will sell.

Our reputation as makers of excellent clothes for 35 years is back of this statement.

Our nation-wide **advertising** brings customers to your very door and couples its powerful selling force to your own. **Now** is the time to make connections.

We are ready. Are you?

SAMUEL W. PECK & CO.

806-808 Broadway, New York

THE Discontented Customer is the man to be guarded against by every retailer.

There is one way to help keep your customers contented.

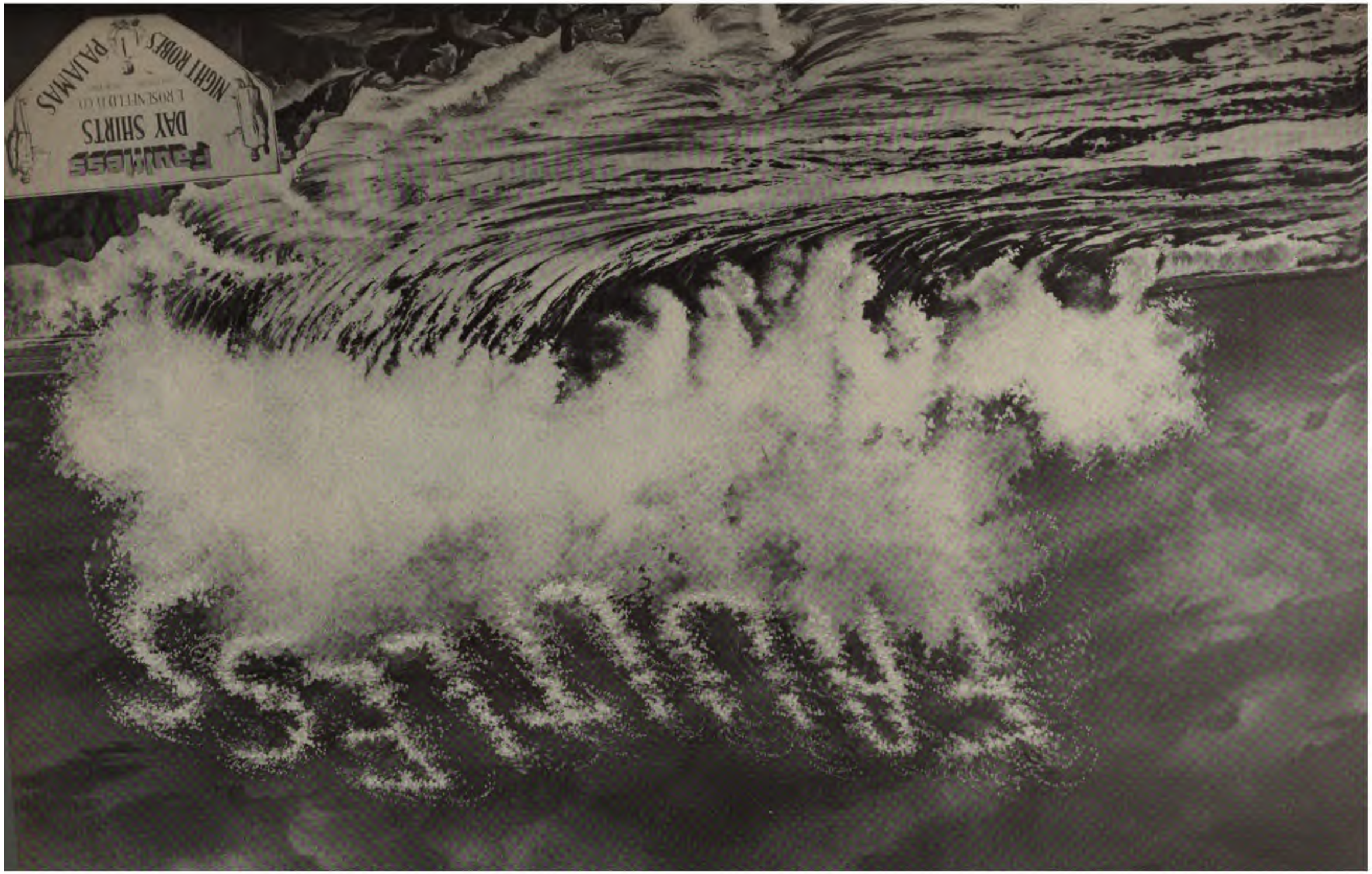
Buy Clothing made of "Moore" all wool worsteds or woolens and you will be buying merchandise guaranteed to give satisfactory service to the wearer of the finished garment.

E. B. Moore & Co

Distributors of Textiles.

NEW YORK—876-878 Broadway at 18th St.
CHICAGO—209 Market St.

ALL WOOL
MOORE


PAJAMAS
NIGHT ROBES
PAJAMAS
DAY SHIRTS

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Vol. 29

MEN'S WEAR

No. 6

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Published on the first and third Wednesday after the first Saturday of each month.

JULY 20, 1910

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THE SITUATION.

THE immediate situation is rendered more promising by the reappearance of the "optimistic interview." Leading men are speaking more freely. Bankers claim that United States funds are ample and our financial conditions are unexcelled. It is the fashion to scout a possible depression. A more outspoken policy is being followed, the idea being to talk against bad times. Railroads state that recent "laying off" is a usual summer proceeding. A strong denial is entered against the possibility of a repetition of the panic proceedings of 1907. The question of future legislation is also handled lightly among current opinions. There is a return wave of insistence in confidence. Land speculation is supposedly checked. Sale of lands, however, and purchase of autos flow on vigorously. The July spring wheat report was discouraging but the initial corn crop announcement was a record, and the cotton crop appears to be avoiding many vicissitudes.

Dry weather damage will be the great farm feature of the year. With rivers at the lowest point and June temperatures rising to 100, pastures and grain fields have burned up, particularly in the Northwest. Last summer the great Southwest was the recipient of an extensive drought. This year the general crop prospects in the Southwest are excellent.

The steel industry is marking time. Pig-iron is offered at bargain prices, and there is no buying rush. Many furnaces have been blown out during the past few weeks. The steel situation is one of "waiting." The railroad questions up before the country must be settled before immense steel orders can be booked. Reduction of steel prices has not encouraged orders seriously. Buyers have relied on the general situation being in their favor and have calculated that a rush to place orders is six to eight weeks away.

The first half of 1910, when reviewed carefully, will satisfy the sternest critics. Early in the year a number of serious problems were presented and talk of a serious trade back set was on offer every hour. A hesitant feeling has prevailed, but statistics have made a good showing—in view of the peculiar situation. There is less criticism to-day of the political leaders. Maintenance of wages and reduction of many costs are, of course, the two great features of the period just passed.

Recent building records compare favorably with a year ago—so favorably that the pessimists have been silenced a little. In the Southwest and on the Pacific Coast new construction has rushed ahead. The large cities have also made a good showing. The liberal building increases in Connecticut, Iowa and Indiana call for special comment. The country is to be congratulated on its "building showing."

Excess of exports over imports for the year ending June 30 equals $187,000,000. Highest excess fell in 1908 and totaled $660,000,000. Exports of our farm products are still moderate. Surplus car total is around 120,000. In February the surplus cars were placed around 15,000. It will be remembered that 1909 started with a car surplus of 330,000, which was steadily reduced to 30,000 by the end of the year. In 1908 the number of empty cars on railroads was placed at 400,000.

Net total promise of the wheat, corn and oats crops now equals 4,720,000 bushels—comparing with a net aggregate yield for 1909 of around 4,500,000,000. The only serious deficiencies are in wheat and hay. The spring wheat crop will only be sufficient to fill milling needs in the Northwest. The three big states—Minnesota, North and South Dakota—usually raise 200,000,000 bushels of wheat. In 1909 they raised 232,000,000. Present outlook does not exceed 160,000,000.

The general crop outlook should afford entire satisfaction. A condition of 75 on the cotton acreage of 33,000,000 will mean a total yield of 12,500,000; a condition of 80 will mean a 13,000,000-bale crop. The 1909 yield totaled 10,100,000. Canada and the United States Northwest will be loud complainers as to crop yields, but the rest of the North American continent will not murmur. Texas, Oklahoma, Kansas, Nebraska and Missouri will have larger corn results than one year ago. June drought losses are estimated at around 250,000,000 bushels of the leading grains and 10,000,000 tons of hay.

Building statistics for the half year ended June 30 show a decrease of about 5 per cent in total cost of permits, as compared with the previous half-yearly period.

STOCK TAKING IN A COUNTRY STORE.

AT this particular time of year we naturally receive from cur readers many requests for the best and most practical methods of stock taking.

By far the best method and the one practiced by the up-to-date dealer is so completely to clean up the stock each season that stock taking will be an almost unnecessary labor. This system, however, is one that all merchants cannot, or do not, follow, so we have had a successful and practical retailer of clothing—a man who has made a study of this subject—outline his plans for this midsummer event.

Some of his ideas have previously been given space in these columns, but as it is a timely subject, we feel that they will bear repeating.

STOCK TAKING IN A COUNTRY STORE.

Stock taking should be made an occasion, an opportunity, for adding value to the merchandise by renewing and cleaning the goods and bringing to the attention of the proprietor each suit and garment in the house, enabling him

TO DETERMINE ITS PRESENT VALUE

and the price at which it should be inventoried.

Begin this work by taking all garments in the house out into the back yard and hanging them on lines, so that they will be exposed to the sun and air; keep changing them all day until every inch of the surface has had a good sun bath. If there is no back yard available for this purpose use the roof of the store building. Exposure to the

SUN AND AIR WILL RENEW THE COLORS

and freshen up the entire garment, the inside as well as the outside, drawing out all the stock creases.

When the available space will not permit the entire stock to be aired at one time, expose as much as can be conveniently handled. As the clothing is brought in,

HAVE EACH GARMENT THOROUGHLY BRUSHED

with a good stiff clothes brush to take all the dust out of the seams and around the collar and shoulder; a little commercial chloroform will take all the traces of shop wear, including stains and grease spots, off the collars and other exposed places.

The proprietor will find it most profitable to overlook the brushing, in order to

SEE THE CONDITION OF EVERY SUIT;

and he will be able to have every one properly matched in size and kind. There is no excuse for mismatching if the work is watched.

As they are brushed and laid aside, have the suits sorted in lots according to their age and selling value,

TO DETERMINE THE PRICE

at which to enter them on the inventory. For instance, take all the men's suits and make three lots of them. The first lot: All the old round cuts and undesirables—irrespective of former cost—list at $2.50 to $3.50. This price is suggested to enable them to be sold at bargain prices of $3.50 and $5.00.

"GIVING THEM AWAY,"

did you say? No, there will be trouble enough finding customers to buy them at the above figures, for as a rule they are all small sizes, and young men want nobby cuts, old men will only buy for wear and service, the boys buy for style and looks. It's safe to put all suits over three years old in this lot.

Next make a lot of

LAST YEAR'S ACCUMULATIONS

of odds and ends, adding the slow sellers—"just as good as they ever were." Yes, but the trouble is to make the customers believe it! They can buy a new cut at the price you want for something out of style, and you are wasting valuable time trying to stem the tide of public taste. Take this lot at 40 to 50 per cent of its cost, and

MARK THE RETAIL PRICE DOWN

accordingly. To illustrate: A suit that cost at wholesale $12 two seasons ago sold at $18. Take it at $6 or $7.20 and mark it at $9 to $11, according to its salableness and style. If a fancy pattern, at the lower price; if a staple pattern, at the higher figure.

The third and last lot will be the

SUITS FROM THIS AND THE PREVIOUS SEASON.

Seventy-five cents on the dollar is quite enough at which to take them in stock. Sizes are broken, the very best sellers are gone, and you can go into the market and buy the same goods at less than this figure, provided you want suits one season old. By watching them you will be able to

GET A PROFIT ON THIS INVOICE PRICE.

Never take any merchandise in stock at a figure that will not pay a profit on the inventory cost.

Think this is wrong? Take up the matter with yourself and argue it out. A man whom I once knew—I was about to say "a merchant"—would keep his old stock in preference to getting rid of it. He would sell a new suit on which he could make three or four dollars. He argued, If I make three dollars on the new suit

I AM AHEAD,

but if I lose two dollars on the old suit I am loser; but he never thought about the loss in trade, the accumulation of old stock. The result was that when he had accumulated 60 per cent of old stock

"HE WAKED UP,"

and to keep afloat he sold the old stock at any price. He offered a lot of boys' straight pant suits at 50 cents and found no buyer! But to resume—

When the clothing is all brushed, in order to freshen up the stock sew new tickets on the garments where the old ones are a little soiled and worn.

In the meantime, as the stock is shifted, have every table and cabinet rubbed down, on the outside, inside and underneath, with a cloth moistened in gasoline. This kills the moth eggs and keeps away other kinds of bugs. In applying the gasoline particular pains, of course, must be taken to guard against fire. Moths breed in the fine flyings from the clothing, under the counters and in the cobwebs, so

KEEP ALL THE DARK PLACES CLEAN.

No retail stock is worth dollar for dollar of the first cost. The point to be determined is: Which part of it is the most valuable, and to settle this question with yourself requires not

only courage, but good judgment. Never be afraid to mark down any carried-overs; if you sell them at less than cost to the customer who will buy them, you

ADD TO YOUR PRESTIGE

in your community.

Put all your losses behind you! Never have any before you, and the figures on the balance sheet will be such that you can lay them before your wholesaler. It is far better to submit a statement with the item "Depreciation" of substantial amount than to try to make believe

YOUR STOCK IS ALL GOOD.

Follow the plan outlined for men's suits by sorting up the boys' and children's suits, as well as the trouser stock. The overcoats should be similarly handled. Overalls and work shirts can be taken at first cost after culling out the stickers.

While the clothing is in the different lots

HAVE THE COST BOOK REWRITTEN

to conform to the inventory. Cut out all original costs; they only serve to confuse you and make you more timid in marking down. The new price is now your cost, and the one on which to base future profits. Put down each size in the cost and inventory book.

Entering the goods in the inventory book should be done by a clerk writing a legible hand. The calling should be done by the proprietor,

USING THE NEW COST FIGURES.

The sizes on the cost book will be of the greatest service when making comparison for the buying, and give a vast amount of information for future use. The buyer is in control of the stock when comparisons are made with the stock sheet at the end of each month, and he will have no "lumps" of overbought sizes to eat up the profits; in other words,

HE WILL NOT DUPLICATE.

The furnishings should be gone over carefully before they are "called," each shirt box opened, size and kind verified—for shirts have a knack of slipping into the wrong boxes. Take all the left-overs and mark them at the next lowest price. Make $1.00 shirts out of the $1.50 quality, 75-cent shirts out of the dollar kind, etc.

GET THIS FACT THOROUGHLY IN YOUR MIND.

You are not losing your profits; you never had them. You tried to get them on these carried-over goods, but the customers would not give you the profits you asked; hence your price was wrong. So make a price now at which the trade will take the goods, that you may have money with which to buy newer goods on which

THE CUSTOMER WILL PAY YOU A PROFIT.

Mark down all ties over three months old to the next lowest price—50 cents to 35 cents, 25 cents to 15 cents, etc. Take them so that the new price will bring a profit on the inventory cost.

Assort the hat stock into lots similar to those in which you arranged the suits, and

MARK DOWN ALL FORMER NOBBY STYLES

mercilessly. Better take cost or a little less for nobbies now than $1.00 for a $3.00 Derby later on. Dakotas and other staple shapes in black or nutrias are worth invoice cost.

Collars are to be culled, and the left-overs offered at bargain prices while they

STILL HAVE A SEMBLANCE OF STYLE.

Fancy socks must be taken at a low price, so that they can be made leaders. The style is the value of this kind of merchandise. "Dead web" suspenders are a bad proposition, so take them at 75 cents a dozen. Bags and trunks are not to be cut unless there should be some stickers; then cut the cost to where they will

PAY A PROFIT AT BARGAIN PRICES.

Much good is accomplished by going over the stock, and when the work is done the clothing will all appear new, the stock will pile as if it had just been received, and the clothing in the cabinets will look so bright that the most critical customer

CANNOT TELL THE OLD FROM THE NEW—

aside from the cut.

This plan of handling the stock is used by some very successful clothiers and it is

WORTH FOLLOWING ITEM FOR ITEM.

KNOW YOU'RE RIGHT.

A HOMELY backwoodsman many years ago coined a strictly American phrase: "Be sure you're right and then go ahead." This giant among men in a day when all men were big and forceful, knew about the fear-thought that is ingrained in human nature. To have suggested to

DAVID CROCKETT

that there was anything on the face of the earth to be feared would have astonished him beyond his comprehension, but in the analysis of men he showed his knowledge of human nature and the psychology of fear-thought in his great saying above quoted.

When the

SALESMAN IS SURE HE IS RIGHT,

he sweeps all before him. He has studied the season's requirements in color, style, cut and quality; he has spent his time most profitably in reading the trade and fashion papers to know what is "right." His views have influenced the buying, and he feels that he has

NO SUPERIOR COMPETITION TO FEAR;

and as he goes forward to wait on the customer there is no room for fear-thought. But let him neglect to fortify himself with a thorough knowledge of his goods or let him be ignorant of the demands of the trade, let him have acquired his knowledge of style at second-hand, the confidence-sapping fear-thought will weaken his enthusiasm and create a doubt in his mind, and he is no longer master of himself or of the situation.

BANISH FEAR-THOUGHT

with absolute knowledge; meet the objections of the buyer with the exact information that will turn them to your account, and when he sees that you are an authority he will quickly come over to your way of thinking. It is a well known fact that the great majority of prospective buyers have but a hazy idea of

WHAT THEY REALLY WANT,

and it requires but a strong-minded salesman, who has studied his subject thoroughly, to sell them.

His every suggestion is a selling argument, whether expressed in words, by the confident look of intelligence, or the

KNOWLEDGE DISPLAYED IN THE SELECTION

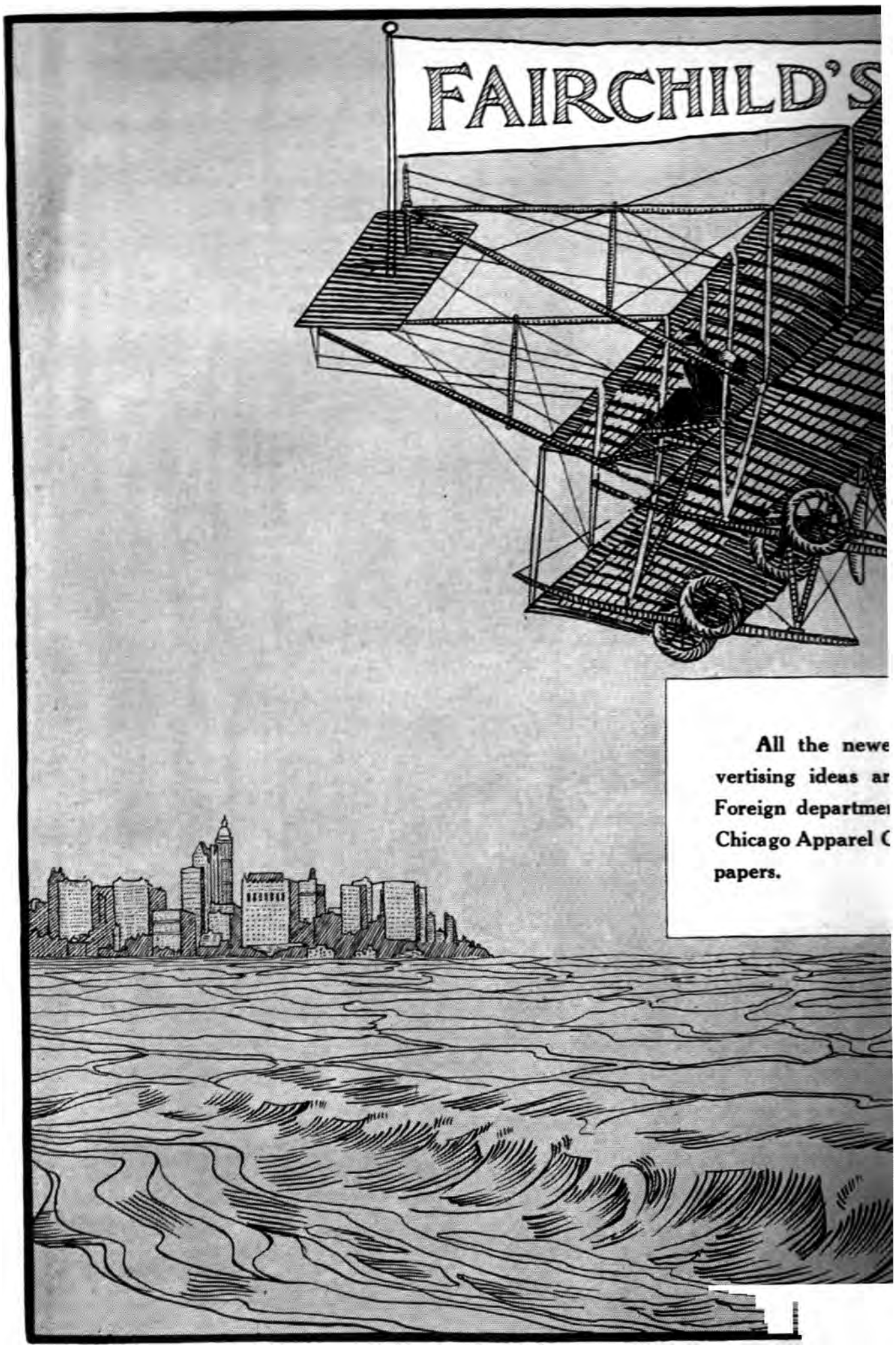
of the merchandise he offers the customer. When you have the facts at your command, a cataract of words is not needed to convince a man that he is wrong. It's the strong man dominating the weak,

INTELLIGENCE CONTROLLING IGNORANCE.

Time serving, disloyalty, lack of ambition, will ever afford a lodgment for fear-thought, be the resolutions of the moment ever so earnest. Do you

DRAW A CONCLUSION FROM THIS ANALYSIS,

why fear-thought is to be dreaded? If so, we have hit the mark. Do you find nothing in this which applies to selling readymade clothing? Then we suggest that you study well the question, "What is fear-thought?" It's the thing that keeps you from being a successful clothing salesman.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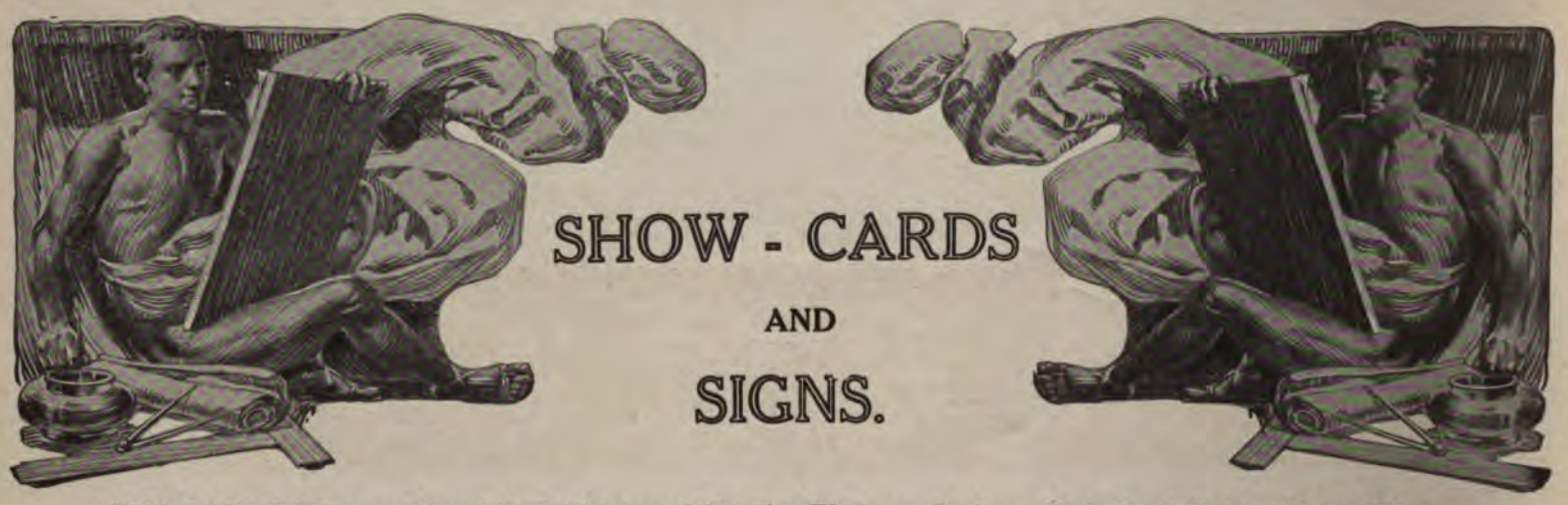


SHOW - CARDS AND SIGNS.

INQUIRIES Relating to Materials, Criticisms of Practice-Work or Designs, Methods of Making Signs, Price Tickets and Cards, should be accompanied by a stamped envelope addressed to PALETTE, care of this Magazine.

SCRIPT CAPITALS.

IN writing these letters, with their lengthy, quick-swinging strokes, it is necessary thoroughly to load the brush, but not to overflowing. The extreme side of the point of your little finger ("Pinky") may rest on the paper and the rest of the hand be entirely free. The strokes should be rapid and the movements very much as though you were writing with the extreme point of an ordinary pen. With rapid, curved swings you produce the clean-edged, beautiful, graceful sweeps which make script lettering so refined in appearance. After you are thoroughly expert you will be able to write the letters without a rest, free-hand.

Use a number 5 pointed rigger. Rule lines 2 inches apart, and with the exception of the letters H, J, L, M, S and Q, you need not go below your lines.

A is readily accomplished by following the arrows as numbered.

B, begin with the long stem stroke 1, on the upper right end, moving to the left, gliding downward in a continuous stroke until you reach the upper end of the upward swing of the circle marked with the large 1; after which you make the last downward stroke, giving your brush a little pressure, which you relax just as you do when shading with a pen. Stroke 2 is then made to where it joins at the point marked by dotted lines. Stroke 3 begins on top at point A, swinging downward to the left and rapidly upward to the right. The other strokes are readily followed, but stroke 8 ends at the point marked D.

In letter C, stroke 2 begins at point A; strokes 3 and 4 form the circle to complete the letter.

In D, stroke 1 begins at A, followed by stroke 2; stroke 3 begins at A with a rapid downward swing to the right, winding up gracefully at the left.

Letter E requires much practice. After rapidly making stroke 1, join it with stroke 2, beginning at point A; stroke 3 should be made with a rapid circular swing, shading it slightly on the inner circle downward, and bringing it to a complete point at the right-hand finish; stroke 4 finishing the letter.

F is best perfected by making the top strokes 1 and 2 beginning at the point just below the small arrow marked 3, swinging downward to the left, then circling upward gradually and quickly to the rights from points marked by the arrows 1, 1; the stem strokes marked 3 and 4 are made like those in letter B. The central stroke 5 forms a beautiful curve, requiring considerable practice, and begins at the point marked with a small capital B; some writers prefer to omit it.

The upper part of G is somewhat on the order of those in letter E, except that it is more perpendicular.

If you have carefully followed these instructions, you will find no difficulty in writing the other letters.

I would advise the student after making each outline letter by carefully studying the copy, then to fill in the spaces and compare the completed letter with the completed copy letter. This will relieve the monotony of the work and point out faulty construction as you go along. To fill in, use thicker paint and slightly flattened point on the brush, being careful not to disturb the outer edge-lines.

Everlasting Signs.

SMALL interior signs that are used for various purposes in most stores, can readily be made by any person. Mark the length and width of the sign wanted on a piece of heavy wrapping paper; or, if it is to be a fancy shape, cut out the outline. Most hardware stores carry letters and numbers made of aluminum, porcelain, bronze or copper. These can be laid out on your paper which you take to the store.

If your sign is wood you can first paint it and then fasten on your letters with special round brads that come for the purpose, or glue them down with a special cement that will enable you to fasten them on glass also.

When letters are fastened with cement always be sure to allow sufficient margin around the letters and between the lines. Carefully study your layout, rule chalk lines so that the letters will be laid on straight, then fasten one at a time, and when all are properly "laid on," place an even board on top, weight it down and allow it to stand one day to dry.

The words "Glove Dep't," "Hat Dep't," "Cashier," "Toilet," "Exchange," "Private," "Superintendent," "For Men," "Women," and many similar signs look beautiful when made in this manner.

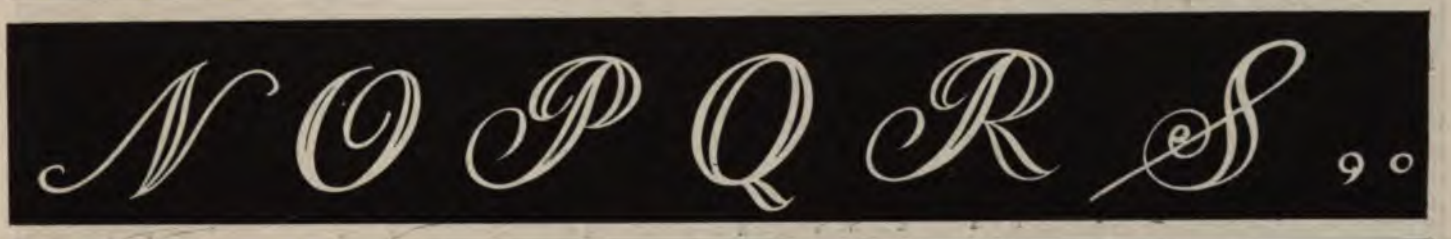
A black sanded panel can quickly be made by painting with ivory black ground in japan, and with a small sieve sprinkle it all over with black smalt, which costs 5 to 10 cents a pound, and which can be bought in blue, green, brown and maroon, etc., if you wish colors. Turn your panel on one edge, giving it a slight tap as you set it down, and the surplus smalt falls off. The next day, when it is dry, fasten on your letters.

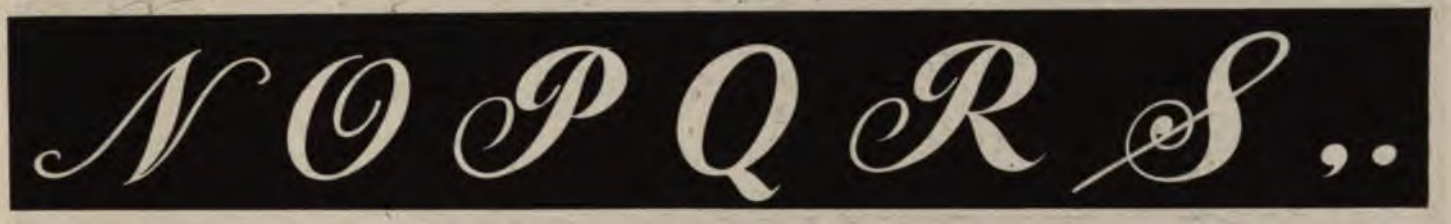
A pine board, stained mahogany and varnished, on which white or gold letters are mounted, makes an agreeable indoor store sign which can be read from a distance.

Numerous stains can be bought already mixed with varnish. Your board should receive two coats. For white signs use one coat white lead and two coats white enamel.

Green varnished panels with white or gold letters are very pretty. At a trifling expense you can have your carpenter deliver the panel with a bevel-edge any width you require.

Plain beveled glass with holes drilled in each end can be bought ready-made. In two holes you can fasten a neat chain and have a good hanging sign, or you can fasten it down with brass round-headed screws. Plush or cloth covered panels used in this manner look well, but become very dusty in a short time. White enamel letters are used for this.





FAIRCHILD CO.

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12

13

RICHOLD SYSTEM — ONE PRICE STORE

Ladies' Panama Hats

Turk Says

Genuine Panama Hats Worth $5 to $12 — Our Price $3.98

Manhattan and E. & W. Shirts

Stop talking about the weather, get yourself together and put a STRAW HAT on your head. We have just the kind and style you should have. Of course you know we only sell the best kind of Straw Hats. PRICES

$2, $3, $4, $5, $6.

To wear with the Straw Hat a Blue Serge Suit—We have a dandy—and only cost you **$15.00**
Colors guaranteed

$20 We show you the better Blue Serge Suits—made up in the very newest style and guaranteed.

EVERYTHING TO WEAR FOR THE AUTOMOBILE—COATS, GLOVES, HATS, CAPS.

Guess you want to get one of the Boys' All Wool Suits with two pairs of Trousers **$5.00**

TURK'S

Where the Styles Come From

---

alue Givers in High rade Apparel

The A. J. Brumberg Co.

We Always Save Money

Were

2.

The Young Man
The Old-Young Men
The Thin Men
The Fat Men
The Tall and the Short Men

—all of them—
find perfect satisfaction in our

$15

Suits and Overcoats

The consensus of opinion is that they can't be equaled elsewhere for less than 33⅓% more money

"Wunderhose"

4 Prs. for $1---Boxed---Guaranteed to wear for 4 Months

S. N. WOOD & CO.

San Francisco — Market at Fourth

Oakland — Washington at Eleventh

3.

XTRA GOOD CLOTHES

AT THE SIGN OF THE WOLF

FREE

A $5.00 XTRA GOO SUIT

to the wide-awake boy between the ages of and 15 who will make the flying machine th will sail the best and straightest, modeled after t aeroplane on display in our show windows.

It's simply constructed out of muslin and thin piece of wood or bamboo.

Any bright boy can make one like it if he follows instructions.

A pair of $1.50 Knee Pants to the Boy making the second best: A pair of Roller Skates to the Boy making the third best aeroplane.

Come to the store Friday afternoon and get a copy of the rules governing the contest and a card giving full directions for making an Aeroplane. Open to every boy in this vicinity between the ages 10 and 15. Come. Get in the Game.

GET A CARD SHOWING YOU HOW.

E. M. Wolf's Sons

1.

608---Main Street---608

What! Advertising Winter Suits and Overcoats?

SHULTZ'S QUALITY SHOP

WHERE CONFIDENCE DWELLS

608 Main St., Stroudsburg, Pa. 608

STRICTLY BUSINESS

My proposition is this:

I want to make your Clothes—Suits—Overcoats—Trousers.

I can and will make them for less money than anyone else in the city.

You want clothes—You get them—either tailor-made or ready-made.

You get two suits a year—if you're dressy at all—and an overcoat.

You pay $30. to $45 for tailor made, or from $15 to $25 for ready made.

The tailor made price is too high and the ready-made garment hasn't individuality.

Maybe you didn't know it—but I make suits—that fit—of all wool fabrics at $15 to $25.

I'd like to have you try me—It can't be worse than you're doing—it might be better.

You'll try me some day—when some one tells you how good I make clothes and how cheap.

If you ask me I'll give you references

VIC MORAN,
CUSTOM CLOTHES

BRADFORD, PA.

ROOMS 2 AND 3 — BELL PHONE 151 — 31 MAIN STREET — OVER WELLS-FARGO EXPRESS

4.

This sheet steel mail box absolutely free. Owing to the fact that this is an expensive mail box we will only give them away to people that are interested enough about them to ask for them, after they have traded $3.00.

7.

LEARN THE WAY.

How About You Go-Way Bag

On your vacation trip you'll need a dress. We have all kinds of Grip Bags, both Hand Bags and Suit Cases in solid Russet Leather or genuine Alligator hide.

If it's a convenient Hand Bag WE'VE GOT IT.

If it's a handsome fitted Suit Case WE'VE GOT IT.

Suit Cases and Traveling Bags $5.00 TO $25.00.

COPELAND'S

Corner Main and Taylor Streets.

5.

The HAYNES Store

Hand Baggage

That you would like to carry with you when you travel, whether it's a business or a vacation trip.

The Suit Cases and Grips we show are every one practical and the leathers are of quality that will give splendid service.

The thorough way in which they are made up you will readily notice for it means much to their good appearance and long wear.

Grips, $4 to $20.
Suit Cases, $2.50 to $15.
Some rare values in all Leather Suit Cases at $2.50, $3 and $3.50.

HAYNES & CO.

Always Reliable

Other Wanamaker News Pages Will Be Found in the Evening Post, Evening Telegram and Brooklyn Standard-Union

Everything Ready for the Fourth—at

A FORESIGHTED DECISION RENDERED IN FAVOR OF MEN

We Lessen Suit Prices Before Instead of After the Fourth

It gives the man who needs a new suit for the outing an opportunity of choosing from fine hand-tailored Wanamaker suits that might otherwise be outside his limit of price—

Men's $25, $30, $35 and $40 Summer Suits Lowered to $18.50

Four hundred ready tomorrow morning—

Covering All Sizes—the Odd Lots That Remain from Our Busy Season

When you remember that these suits were commented on most favorably by clothing experts at their former prices, the opportunity assumes its real proportions.

All-wool fancy cheviots, worsted and cassimere, suits in carefully selected patterns. Every suit is hand-tailored throughout.

The $40 suits, of which the quantity is not small, are the best business suits that can be bought at any price. Buy them tomorrow at $18.50.

Lucky Big Man

That's what you'll think when you see those fine All Wool Blue Serge Suits in sizes 40, 42 and 44 that we are offering at

$15

Less Our Usual 10% Discount
They Are Truly Wonder-Values at the Price

—LEVY'

9.

10.

11.

12.

13.

14.

attention among the boys, only six entered aeroplanes for prizes. The total expense of this scheme was not great, and it looks to me like a mighty good booster for a boys' clothing department. It is certainly timely, and the boys' love for kites will naturally evolve, with the marked progressiveness of American youth, into making and flying aeroplanes. The Wolff proposition ended with a demonstration in a hall, where the tests were made before an audience of some 300 persons. The winner's plane flew 25 feet 5 inches, the second 25 feet 2 inches, and the sixth boy had a flight of 11 feet 10 inches to his credit. Anyway, they certainly interested the six boys and 300 others, and that is worth a great deal. If you write E. M. Wolff's Sons they will doubtless send you a folder detailing the scheme, which I notice contains also instructions for building an aeroplane. As for the ad, I think No. 3 could have been improved if the heading had put forth something like—"Boys, build an aeroplane and win a prize;" then go on to give the details. This, however, is merely incidental to what I think is a very good idea.

IN 'FRISCO

and Oakland, Cal., is S. N. Wood & Co., a concern which for years has stood prominently before the ad-reading public, and their ad man has sent in nine announcements in a series, upon which he asks judgment. His apparent object in sending them is to show approbation of my talk in June issue anent comparative prices. No. 4 gives a pretty good notion of what the series is like. They are well displayed, yet would be more so, I think, if each had a single figure of a well-attired man. They are brief enough to be read, and yet, in their brevity, they have overlooked elaboration of the one cause for selling such an all-fired good suit for $15. "We make them," they say in some of the ads. It is a subject which admits of graphic writing—a "reason why" which can crowd competition into a corner crying for quarter if correctly handled. There is a sure saving of one profit there if the maker has outlet enough to be not only a mere maker, but, mark you, a manufacturer. Do you get that?

AN IDEA POORLY WORKED OUT

is presented by No. 5, which was submitted by Shultz' Quality Shop, Stroudsburg, Pa., who explain its appearance by the fact that "it was so very hot, everybody complaining about the heat." The trouble with the picture is that it is not radically wintry enough. If you had used an illustration showing an ulstered man out in a driving snowstorm you would have produced at least an eye-catcher, which clever reading matter could have carried to the mention of coolsome clothes. As it is, you have a presentation of middleweight merchandise, and the edge of your idea is dulled. What you set out to do is good once in a while, but a picture of a comfortable-looking man is an incentive to buy the goods it illustrates. From the letter which accompanied the ad I note that Stroudsburg is having a centennial this month, which is likewise appropriately Old Home week. That ought to furnish material for good advertising and boosting. How about offering a hat to the man who comes from the greatest distance—the Stroudsburgian who homecomes from the furthest point? Not that giving the hat would especially help you, but the offer would keep you in the public eye. The thought may open other avenues of publicity in such events. Old Home weeks are getting more and more plentiful. If one hits your town this may suggest some scheme for you to use profitably.

VIC MORAN OF BRADFORD,

Pa., sends three circulars for criticism. I have reproduced No. 6, which is in truth the most businesslike of the trio One of the others is headed, "Has anybody here seen K-E-L-L-E-Y?" I don't know how long ago that ad was used or how hard that song hit Bradford. Let's presume that it was a timely effusion and on that score "made good." The second circular bore the caption, "Pay less and dress better"—a most desirable condition, indeed; and it contained the usual claims of popular-priced tailors, with their sarcastic references to "hand-me-downs." These arguments sound all right till they run afoul the ad of a live clothier, who shows convincingly that competition by the little tailor is impossible against the gigantic organization of modern clothing manufacturers, who have garnered all the best designing talent and in whose shops every man is a specialist of masterful ability. At any rate, those Moran ads are up to the average and are printed on good-coated paper, which helps considerably. He calls attention to the fact that his place is upstairs and that "every step saves you money." On one circular he says, "Open every evening from 7 to 8." This professional style of office hours doubtless proves as profitable as though he kept open right through the supper hour (or is it dinner?).

IN ANNISTON, ALA.,

is the New York Bargain Store, who send in a batch of advertising matter. There is a four-page circular which would have been better if printed on all four pages instead of two, as each of the pages is 18x24 inches. It is the conventional clearance sale, with plenty of stock cuts more or less adapted to circular work—that is why some of them show up blurred in the original. It is a strange thing to me why printers capable of handling a job like this do not warn the merchant against fine screen halftones on news stock. These print as well as they do purely because of careful ink distribution. A printer who is so competent ought to increase his usefulness to his customer as above stated. The New York Bargain Store is a generous concern and gives away mail boxes (see No. 7) with $3 purchases. and besides that, issues cards which when punched with $30 worth of holes entitle you to a dressing mirror that has a 26x44 plate glass. Accompanying this circular and card is a near-facsimile letter calling attention to the sale, the mirror, and so forth. The best part of this letter is the paragraph calling attention to the proprietor's interest in the satisfaction of each purchase, and asking that he be told if anything is not as expected, so that the matter can be adjusted. Inasmuch as the circular gives up a large space to an "attested certificate of guarantee" this letter is really not essential. I think scarcely anybody will accept such a palpable circular letter, with no name of the recipient on it, as a personal communication. I know there are some folks in Alabama who do not see "the bright lights of Broadway" often or ever, but they are surprisingly wise in this year 1910 when it comes to ads.

COLUMBIA, S. C., VERSUS SPRINGFIELD, MASS.

Showing the different result achieved in 18 inches with the same syndicate service cut, we reproduce No. 8, the Southern ad, and No. 9, which is the announcement of a concern which for forty years or more has supplied the apparel needs of thousands in western Massachusetts. No. 8 commits the error of having the figure in the illustration faced away from the matter. Compare the wording of the two and note how much more informing and convincing is the Springfield ad. Typographically, also, it is much superior, while the Columbia is simply a case of ordering the printer to set the ad in 18 inches. Just think how much prettier that signature cut would be if the color scheme were reversed—black on white—instead of as it is. It would be my idea to have the pennant without any background at all. To the left I would put in small type—"The Clothing Corner," and to the right, "Columbia, S. C." I am sure the Copeland Co. ad would be much improved if they tried it. As it is now, the black splotch will mar the symmetry and appearance of any ad.

(Continued on page 98.)

FAIRCHILD'S, LONDON, SAYS:

ROTTEN ROW, which has been somewhat neglected of late as compared with other years, looks as it if were coming into its old favor again. King George has rather unexpectedly appeared there on two or three mornings recently, and since his first appearance there has been quite a noticeable increase in the numbers turning out for an early morning gallop. It looks as if his majesty were inclined to get about publicly and is making an early start in this direction. It will without doubt be a splendid thing for London trade if he is seen about in this way, in that it keeps many of the best people in town, and especially so this season, when so many show an inclination to get away —as I have mentioned in previous letters.

On his appearances in Rotten Row the king was very plainly dressed in a black riding suit. The coat was just the plain lounge style, with a medium opening. The riding breeches were of just comfortable fullness, neither these nor the coat possessing any suspicion of that "horsiness" so often associated with a riding suit. The collar was of the turnback peak variety, with square points, and an ordinary black four-in-hand tie — of which style, by the way, he seems rather fond. On the two or three occasions I have seen him lately he has been wearing this style. His black felt hat carries just a little more curl to the brim than is usually worn for riding, but is a style which he wears to perfection.

KING GEORGE ON A MORNING RIDE IN ROTTEN ROW.
On His Left Is Sir William Carrington and on the Right Lord Charles Fitzmaurice.

Each time I see him only confirms opinions previously expressed that we shall always see in him a neatly attired man, his clothes in absolutely good taste, but one who will never be the first to introduce a new idea in any portion of his dress. If he is taken as a model and accepted as a leader of fashions then we shall without doubt be the neatest and most faultlessly attired race under the sun. It will be most interesting to notice as time goes on if he does seem to take a lead, and he will be closely watched by all of those who are interested in this important matter of dress, to see whether he is contented to remain a wearer of what is, rather than strike out a lead himself.

The clothes of the other men seen riding in the Row were not of striking interest. Tweeds of various colors, either in a plain lounge shape or rather longer style, close fitting at waist, with a deep slit in the back, seemed to be about the only kinds worn except in a few isolated cases. Rid-

THE UPPER PICTURE SHOWS THE CROWD AT ASCOT AS IT USUALLY IS: RACEGOERS IN ALL THE GLORY OF SUMMER DRESS.

THE LOWER PICTURE SHOWS ASCOT AS IT WAS THIS YEAR: A MASS OF RACEGOERS IN MOURNING.

Ascot this year provided a remarkable sight, for, the court and the people being in full mourning, practically everyone who attended it wore unrelieved black. In the royal enclosure, of course, full mourning was worn. This, together with the fact that the blinds of the royal pavilion in which King Edward so often sat were drawn, lent the function a somberness that is absolutely foreign to it as a rule, and was the subject of constant remark.

ing breeches were worn by most, with either top boots or leggings. One or two men, however, I noticed wearing that most comfortable and sensible leg-gear known as "Jodhpores." These are a combination of riding breeches and trousers fitting to the knee just like breeches, or strapped in the same manner. From there down to the boots they are made just like tight trouser legs. They are very much used in India, and took their name from the town or state of Jodhpore.

The general impression formed was that, taking them as a whole, the men were more careless of their appearance than when the Row was enjoying a greater popularity. If, however, as appearances indicate, it is in for a revival, we shall no doubt see this all altered.

BLUE TO BE WORN.

It is anticipated in some quarters that in compliment to our "sailor king" blue will be a color largely worn in the near future. Already ties and handkerchiefs are being shown in various shades of this color, and I hear that one firm of manufacturers is introducing a line of ties and advertising them in this connection; also that one or two juvenile outfitters are making big shows of boys "man-of-war" and Jack Tar suits for the present season, and working up a demand for them by using "sailor king" as a foundation for the wording of their tickets.

The demand for blue serge suits also has been good, and by some is attributed to the same influence. Quite a number of prominent tailors are showing brown cloths for suits and overcoats. Aquascuten Company of Regent street have some very good designs in lightweight overcoatings of a rich, nut-brown shade, and the window devoted wholly to these cloths and ready-to-wear coats presents a very pleasing appearance. Probably quite a number of tailors purchased stocks of this color before the king's death, and had affairs gone along in the ordinary way would have cut well into them by now. Hence their prominence.

Messrs. Burberrys, the sporting outfitters in the Haymarket, are showing a novel soft shooting helmet for wear in hot climates. Made of their famous gabardine, it is quite waterproof and at the same time exceedingly light and comfortable in wear. Its chief feature is that it is lined throughout, including the brim, with a scarlet cloth which, it is claimed, prevents the rays of the sun penetrating, and thus renders the wearer to a great extent immune to sunstroke. The fact that it can be folded and packed flat is much in its favor.

The twice-round stock bow has without doubt come to stay. In almost every window in the West End they are being shown, and many smartly dressed men are wearing them. They will certainly be greatly in favor this summer, being a pleasing variation from the ordinary bow, which is also having good innings. The most popular materials in which they are made are black satin and blue and black foulards, with white polka dots. As the plain stand-up, all-round collar is the only shape with which they can be successfully worn, it must follow that this style will be much more favored than of late.

The recent lawsuit over the bordered vestings has evidently been the means of bringing them into prominence. They are principally in plain colors, with fancy striped border, which comes to the edge of the fronts when made up. In some cases the bordering is also used to form the pocket welts. Many of the middle class houses, especially in the city, are showing them made up ready for wear, and they are having a good sale.

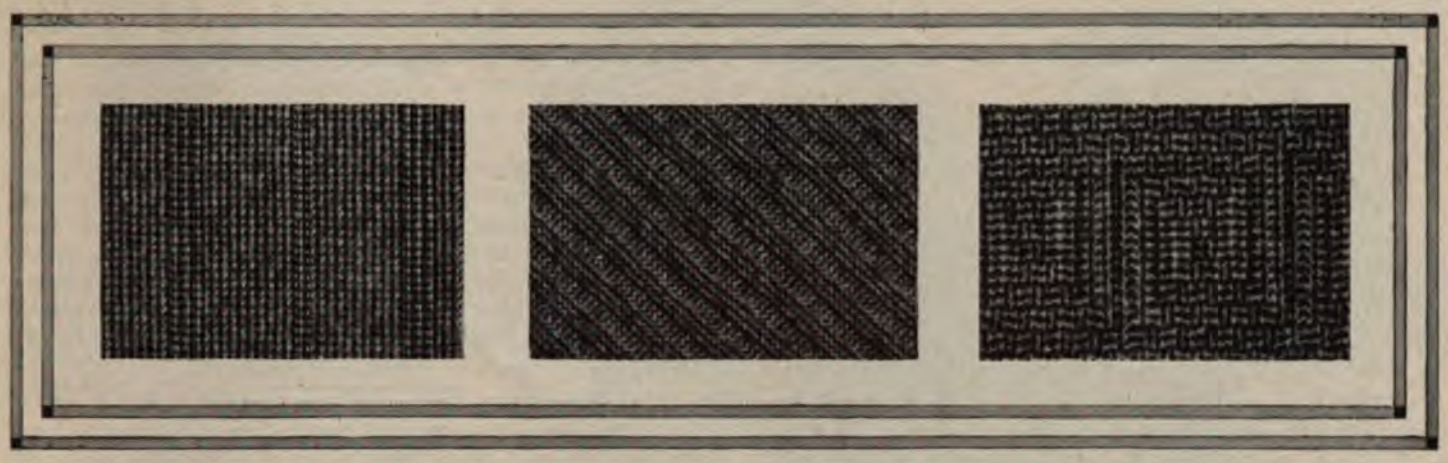
SNAPSHOTS OF TITLED ENGLISHMEN AT THE RACES.

IN THE LEFT HAND PICTURE IS THE EARL OF ILCHESTER.

THE DUKE OF PORTLAND IS SHOWN IN THE CUT AT THE RIGHT.

MOURNING PERIOD AT AN END.

"The period of public mourning is at an end and it is with a feeling of relief that we have laid aside our emblems of woe. It has been quite noticeable, the change from the somber colorings of the last few weeks. Although there has not yet been a unanimous return to colors, there has been sufficient to indicate that the desire for bright apparel is strong. During the last few days there has been a quiet demand for colored furnishings, and most stores have been gradually coming round to them in their windows. No one expects to make up the business that has been lost this year, but all agree that the earlier cessation of mourning has been the means of considerably relieving the situation, and many look on it as absolute salvation. There is nothing very new being shown, which perhaps is not to be wondered at. There



must be a tremendous amount of goods to be cleared that should have been sold by now, and merchants are keen on working these off. No doubt we shall see a few fresh lines introduced as soon as some of these goods are moved, but for the moment anything of a bright hue appeals to us and seems quite new after all these days of gloomy attire.

Several of the large outfitting stores, such as Messrs. Hope Bros., have lately been making displays of ties in various self colors, each one bearing a suitable name. "Coraille" and "Asperje" most correctly describe a very rich pink and a nice tone of green. Others among them, "Amethyst" and "Perle," are aptly named, and shown in consecutive windows of a large store make a most striking display.

Advance information regarding fall fashions is to the effect that nearly all patterns for suitings will be of black, with just a sprinkling of white spots through it to remove to a slight degree the deep mourning effect.

The designs and colorings of the dressing robes shown in the shops are really bewildering. Paisleys and floral designs are shown, together with some delightful soft plain art shades. The old willow pattern in the same blue colorings on white ground as on those old china dinner services, is quite a novelty, while perhaps the most striking pattern of all is a plain striped alternate white and red or black and red, the stripes being of equal width. These have a most dazzling appearance.

Patterned handkerchiefs in fine cambric are also quite the most fashionable things at present.

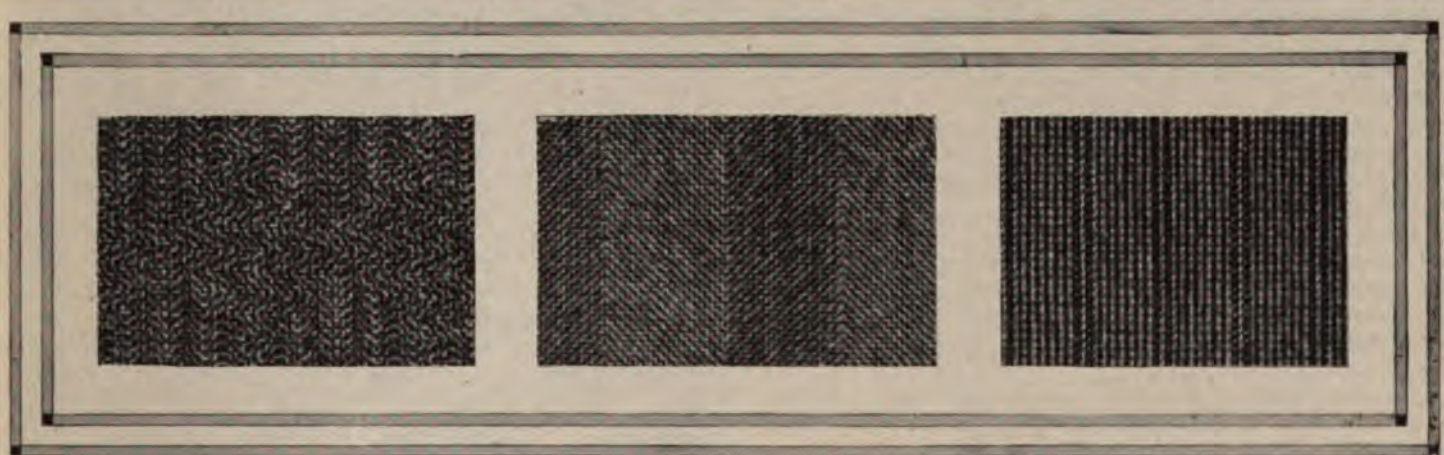
THE BORDERED VEST WORN IN LONDON.

Some particularly handsome designs are being shown in silk shirtings. There are just a few houses that seem to make a specialty of these, and the taste shown in the selection of colors is without question. Some in a white silk ground with a woven line of white and a satin-finished stripe of a pale color are absolutely the last word in good taste. Others having square or diamond patterns in various colors, sparingly shown on a white ground, are most pleasing.

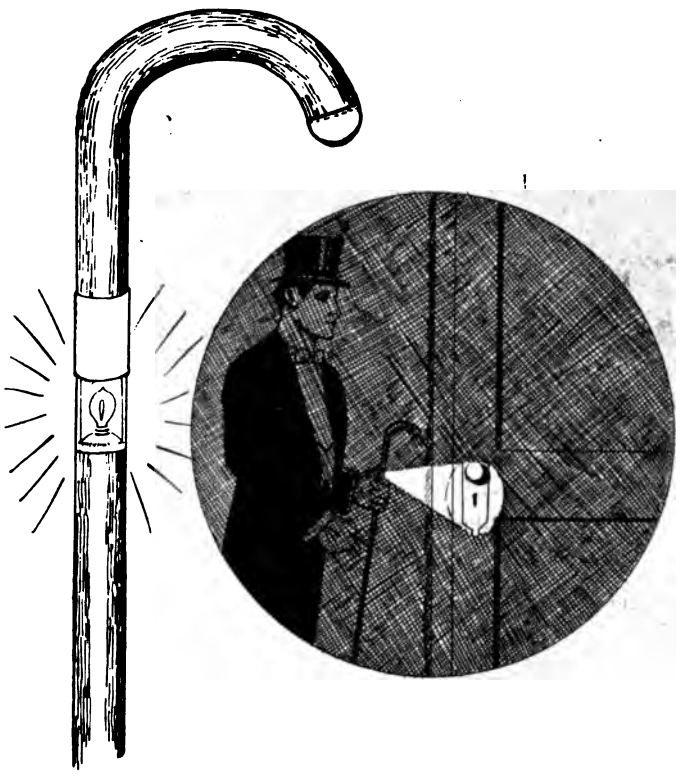
Silk socks are still very popular. I noticed some beautiful plain shades in Messrs. Hilditch & Kays of Jermyn street. The colors were all dark, and comprised greens, browns and dark blues, while some in the same colors with feet of a contrasting hue were perfect. The lower part of these, of course, do not show in wear, the under part of the feet only being of the second color. For evening wear some black silk socks at Messrs. Bowring Arundels looked most comfortable. The tops of feet and the legs in black silk and the under part of feet in a brown or natural color wool seemed a particularly good idea.

For those who indulge in that most extravagant and luxurious form of slumber wear—silk sleeping suits—I hear that the self colors with braided fronts are among the most popular. Many are being made without collars for summer wear.

As a variation to the bath gowns, which have had such big innings, one or two houses are showing bath suits, i. e., trousers and shirt cut in the same colored towelings. They



THE UPPER AND LOWER CUTS ON THIS PAGE SHOW SAMPLES OF SCOTCH TWEEDS NOW BEING WORN IN LONDON.



AN ELECTRIC LIGHTED CANE SHOWN BY SELFRIDGE, LONDON.
The Cane Operates From a Dry Battery. When Not in Use the Silver Cap Slides Down Over the Electric Light.

are very cosy to slip into after the bath, and have decided advantages over the gown in that the legs are much more protected from draughts.

On a recent morning I was fortunate in catching a glimpse of his majesty, King George, on his return from Windsor. He was motoring back and I was anxious to see just what he would wear. His suit was, of course, black, but as he was sitting in a covered car I could not catch the style of his coat. His vest was single-breasted and worn with medium opening, just enough to show a little below the knot of a wide-end black tie. A double collar and white vest slip were worn, and his hat was a straw of the Homburg shape, a style of which the late King Edward was so fond. It carried a black band of medium width, and appeared to be a straw of the Tuscan variety; it certainly was not of the Panama type, not being of the pure white associated with this weave.

SUMMER UNDERWEAR.

In summer underwear there seems to be a desire to introduce a color; the most popular is a kind of cellular or net fabric with vertical stripes of various shades. These are made in both vests and drawers. Collars such as the one illustrated are being sold for country wear to quite a number of important people. It is quite a change from anything seen in this country for some years, although reminiscent of the old Polo shape. It is usually made of the same material as the shirt, and seems very suitable for country and sporting wear. Soft collars in plain white or cream silk are also still in favor for this purpose.

On a recent Sunday I was at Brighton and noticed many well-known society people there. Americans who do not know this place cannot do better for a little trip on a Sunday than pay a visit to this London-by-the-Sea. The "Southern Belle," that delightfully luxurious Pullman, runs down in exactly one hour.

On the lawns on a Sunday morning the dress is almost as correct as at church parade in Hyde Park. A few frock coats are to be seen, but principally is worn the all-conquering morning coat, with cassimere trouserings, all seamed on the dark side, and of rather indistinct design. After lunch everyone seems to get into more comfortable seaside attire. Concerning lounge suits as a whole there is nothing very much to say. The only thing noticed was that quite a number of black-and-white Glen Urquhart plaids were worn. I mentioned that a similar suit was shown at the Japan-British Exhibition, and being decidedly smart it is quite on the cards that it may influence many men with sporting taste to wear them. If the design is kept inconspicuous it makes a decidedly smart suit. Among the visitors homespun suits of the Donegal and Shetland variety, the latter in natural self-colored types, were very popular. There is a good sale for these at present.

The Wanamaker London Bureau comments that: "It is part of the unwritten code of 'varsity men during the long vacation, that the socks shall match the tie. To show off these socks he wears low-cut brogans and his trousers very much turned up—the turned-up edge permanent. No one has ever seen the undergraduate in a stiff shirt except for evening wear. He wears 'Spunella,' a new woven silk with modest pattern, thin Viyella and flannel with delicate stripes, also shirts of canvas or fine linen. These invariably have soft double cuffs. With them he wears an exaggeratedly low collar of linen, doubled, called in London 'the dog collar.' It is generally about half an inch high back and front. The most popular tie is the butterfly bow. Some of the 'bloods' have gone in for the 'suffragette shirt.' This is so christened because it is composed of stripes of purple, white and green, the colors of the militant suffragette party in England. With them are worn purple and green ties and socks, or cream silk socks with a mauve or green clock at the side."

IN THE GRAND STAND AT ASCOT.

FAIRCHILD'S, PARIS, SAYS:

GREAT numbers of the fashionable Parisians have departed for the sunny shores, for the country or Switzerland. Notwithstanding this exodus, the smart set is pretty busy. The Italian season at the Chatelet Theater, with Caruso, the Russian season with its famous ballet, together with the smart American invasion, furnish plenty of enjoyment to those whose desire it is to appear in the aristocratic places and salons. Under these circumstances evening dress for men is as much worn as in the midst of winter society gatherings.

Among the smart affairs of the past month, the Franco-American feast held at Salle Gaveau's was a marked success. The audience was that of the Opera Gallas or the Italian operas; that is, an audience composed of the most select Americans now in Paris and the most aristocratic French people. The house was crowded with exquisitely arrayed women, sparkling with diamonds in aigrettes and tiaras, and there were present many extremely well-dressed men.

Concerning the latter let me say that most of them, American or French, wore English-made evening dress. The rolls were not too long, but rather broad, and silk faced, the fronts widely cut away, thus showing a good deal of waist and shirt front. The trousers were in general cut wide, falling straight, just breaking some five inches from the shoe. All wore military braid running along the outer seam.

Another important point observed was that the rather bizarre fashion of cutting, which was so conspicuous last winter, has disappeared. Nearly all the coats were cut in the conservative style; that is, stitching parallel to the bottom of the front and perpendicular stitching (Anglaise); two buttons fixed in a lightly sloping line.

All the vests were of white piqué, and a minority were of the popular V-shape. It was predicted last winter that these flowery, showy-colored vests would not last; and they have not done so, because the popular tailors took them up, and such vests could be procured in ribbed silk for 26 francs.

One of the well-known singers wore a gray V-shaped vest and looked really quite out of place.

It is better, too, that in such a dressy garment the glossy and stiff plain white front should be shown.

PIQUE DRESS TIE FASTENED TO COLLAR BY TWO SMALL CHANTECLER PINS OF SOLID GOLD.

Every Frenchman wore the regular and distinguished appearing tab collar, or a wing one with square lapels. Some Englishmen had rounded wing collars with very broad lapels covered with the extremely wide wings of the piqué bow. Many Americans had turnover collars, which was a great mistake.

All the ties were of piqué material, ready-made, with a diminutive knot and rather wide lapels.

As it was a real "Galla" men showed a good deal of jewelry. Some had a single stud—a big pearl—in the middle of the front. The majority wore two. Every kind of jeweled stud was used, but there were none of plain gold.

One of the sets most noticeable, yet in the best taste, was that worn by a tall, elegant young man, whose studs were of crystal, with a ruby in the center, set in a little diamond-jeweled ring; the three vest buttons were of the same design, a trifle wider.

A "turquoise" set I greatly admired, but the effect was marred by vest buttons of other stones. Many stones ("oeil de chat," cat's eye) were set in gold rings.

Another set, worn by an American, consisted of plain mother-of-pearl studs with gold inset stripes; vest buttons of same. This was rather unpretentious and quiet, but in very good taste indeed.

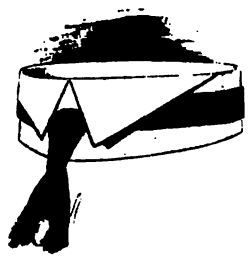
Hats were usually of the opera shape. An opera shoe with a little silk bow on top was mostly worn, though there were some patent leather American shoes, and very fine laced patent leather boots in the French "Cottier" shape. The latter were worn by a prominent French nobleman, which surprised me a good deal.

On every such occasion there are always people clad in original style. One of these, a distinguished gentleman, wore a blue broadcloth evening dress of a somewhat old shape—conservative would be the better term—with turn-up ends of sleeves faced with blue silk, blue velvet collar, and blue velvet covered buttons. His trousers were extremely narrow at the knee, widening at the bottom. The most conspicuous part of his apparel was the shirt—one indeed worthy of the "Restauration" period and of a true dandy! The front had small pleats and the middle tuck was adorned with two quillings ("ruches"). Two antique silver buttons, with an amethyst

stone in the middle, completed this attire. The sleeves were very tight at the elbow, and only a trifle wider at the wrist. What a pity a little quilling did not harmoniously finish them!

Another gentleman, a Frenchman who spoke most fluent English, was remarkable, too. His collar was a straight one but not glossy, and cut away in front so as to leave the throat free. The tie, of white piqué, showed about an inch above the dress collar at the back, and was fixed to the collar by two little gold things. I could not at first well make out what they were intended to represent, but a closer scrutiny revealed two little gold cocks (chanteclers). This was unique.

The hat, too, was conspicuous by a gold crescent fixed on the back part of the brim and inside. When some friends inquired as to its significance, the gentleman answered that it was a mark by which he recognized his property, and a talisman. This is delightful, isn't it?



A NOVEL COLLAR NOTICED IN PARIS.

To finish with the startling things I saw there, let me describe another evening dress, worn this time by a young man. The collar was of the shawl shape, wider near the bottom of the front and extending to the end of it. The silk facings were all of plain velveteen silk, or of quiet self patterns. The cloth appeared to be cheviot, more or less shaggy, and the waistline was rather high in the back. I noticed two or three double cuffs, but this is not regular at all with evening dress.

The house was rather talkative and troublesome; there was much passing to and fro. Nearly all the men went up and down the promenoir, talking to ladies in the boxes or calling to one another.

A little interesting conversation I overheard between some men complaining of the heat, while M. Beyle sang the "Chant Hindon, of Bemberg." The talker was looking with much interest at his opera hat with the famous crescent, and said: "Funny, I just remember a little misadventure I had the other day at "Aida," when Caruso sang piano, pianissimo. Suddenly my hat shot out with a dreadful bang. I did not know where to hide myself; I nearly ran away. All the fellows were gazing at me as if I had committed a heinous sin. I read mur der in their eyes!"

This is the time of fashionable lectures, either artistic or charity ones, and Paris mondain is compelled to attend them.

The other day at "La Renaissance" Mr. de Max, the well-known actor, was resplendent. Everyone knows of his somewhat unique and eccentric tastes. He appeared before the public, a tall, broad-chested man, dressed in a well-shaped gray morning coat, with wide collar and wide rolls, buttoning with one button; very long tails, fitting well over the hips, and so cut away as only to show the long-peaked bottom of the double-breasted "champagne" vest. The trousers were of "beige" whipcord, rather wide at the hips and thighs and falling straight to a narrow bottom; patent leather boots with whipcord tops.

He wore a wing collar of the newest shape, not too high and with square wings. His tie was a knitted silk one of gray ground and transverse black stripes, in which glittered a pearl set in diamonds. At the right wrist he wore a magnificent gold bracelet, sparkling with diamonds, and his watchguard of moiré silk crossed the breast and jacket roll, the watch being in the breast pocket under the kerchief, the jeweled buckle of the guard well on the middle of the morning-coat roll. The sleeves were cut rather short in order to show a good deal of the cuffs, softly curved on both ends.

A UNIQUE METHOD OF CARRYING THE WATCH ADOPTED BY A WELL KNOWN PARISIAN ACTOR.

Mr. Maupré, another actor, was conspicuous in a stylish frock coat with extremely broad lapels, kept close together with twin buttons, and no "anglaises" (no front stitching). The vest was very open, double breasted, with three buttons close together, forming a triangle; the rolls well curved, and pointing frontwards as to make something like a pouch or a pigeon's nest.

Among the audience on the first night at the "Ambigu" Theater, where the psychological and dramatic play, "Bagues d'Enfants"—"Children's Gaols"—is being performed, I noticed a great variety of dress—evening clothes, dinner jackets, morning coats—somber ties, yellow beaver gloves, patent leather shoes.

Light gray, either plain and shaggy or in a slightly more accentuated diagonal, is quite the fashion now for lounges and "morning" morning coats. The shape is full, either in coat or trousers, and the impression is that it is heavy—warm, too. The coats, either double breasted or single, are cut with very broad lapels, with no crease, which adds to the already thick cloth. Trousers cut wide at the bottom and turned up, together with the long and shapeless back with two vents, the ridiculously low collar and evening-like vest—the style adopted by theatrical fellows or young bloods or rastaguonéy—make a whole absolutely ugly.

On a recent morning, at the Bois de Boulogne, near the Porte-Dauphine, where the Allée des Cavaliers begins, I noticed nicer cuts, though the stuff in general is gray and shaggy. There were many square wing collars, with the blue or black spotted white or red bandana silk bows.

Among the riders were observed several gentlemen dressed with lounge coats and trousers of dark gray fabrics, trousers rather skin-fitting at the knee and wide at the bottom, with a broad braid band on the outer seam and fixed with a strap under the foot.

Many summer suits are to be seen. Men wear long riding coats of khaki gabardine, which is also used by the ladies. Many straw hats or gray bowlers are worn, but no caps; many boots, as well as leggings, skin-fitting, without any strap.

THE SALON AT THE GRAND PALAIS.

I am sure you would like to hear of that important event for the Paris fashionable and the artistic world, the Salons at the Grand Palais, Avenue des Champs Elysées. I chose a Friday for my visit, because, as you no doubt know, Friday is the fashionable day, and I was sure to meet the cream of Parisian society.

Now let me tell you my impressions, not as an art critic (I am not qualified for that), but as a mere observer, as an American all alone in Paris would have noted incidents of the occasion.

What a strange and characteristic figure the French artist is, whatever be his vocation, painter or musician! He is a man different from all other mortals and is dressed in a special way. Generally he prefers shabby clothes, big som-

brero, baggy trousers, narrow at the bottom, very long, pointed shoes, an enormous stick, and, above all, a long beard and long hair, curled or straight. He wears a particular kind of coat, buttoning high, with one button only, and with a flat, round collar. The material he generally prefers is velvet. Add to that costume natural gaiety, humor, good education and genius, and you have a portrait of the men who make the reputation of our Belle France.

I stayed there three hours, looking either at the pictures or the people, overhearing their criticisms—nonsense generally—eagerly noticing the dress.

Most of the men had on morning coats or frock coats—gray. The light gray shetland was the preferred fabric. Ties were of all kinds and shapes. A very nice one was worn with a wing collar (broad-pointed peaks). It was of black silk, with two or three single, tiny gold stripes; the shirt was a white percale pleated one, dotted here and there with a small black pattern in squares.

Another tie had a black background and a light "bleu nattier" (something like a faded, pale sky blue). It was worn on the same kind of shirt as the former, but ornamented with a blue design (spots, I think). I did not see a single tubular spun tie. Many men wore black bows with white piqué shirts and vests with white lines. There were many fancy ties of dark background, generally black, with what we call, in French, hamages of greens; that is, arabesques, reminding one of peacock feathers, or foliage. The patterns, on black back ground, were green or maroon.

There are now a good many trousers with turned-up bottom, in the straight shape, even fancy trousers. I noticed two of the latter; one had a black background with white lines, the other made of fancy fabrics. This is a revelation! Both of the wearers of these trousers were extremely well dressed.

The majority wore black patent leather boots in the pointed English shape, with chamois or antelope, cloth or whipcord tops.

Gloves were yellow in color, made either in natural chamois or in leather.

As for the jewelry displayed, most of the men had a pearl-headed pin fixed in the lower part of the tie just near the opening of the vest. Some of these pearls were set in a little ring of gold adorned with tiny diamonds, rubies or sapphires.

Among the paintings there is one section which will greatly interest us men; that is, men's portraits—men clad neither in our Father Adam's primitive dress, in the pompous Roman "toga," nor in bright uniforms; just the modern man, dressed in his dark and somber lounge suit or morning coat.

Some of the portraits are very interesting. Note first the one of Mr. S—, by Albert Dawan. This pictures a sensitive, dignified American—or, perhaps, Englishman. The colors are sober, the dress plain. All the effect is concentrated in the face, in the eyes—very deep indeed.

Another portrait is the perfect image of the "snob," by Boutet de Mouvel, a fashionable painter. It represents a man, Count de B., dressed with all the dignity of his standing and according to the latest dictates of fashion. All is stylish about that man, even his moustache, cut "á la Brosse" (as a brush); in the background is the Rue Royale, and in the rear la Madeleine Church—or, better, temple.

Mr. Henri de Réguier, who has written so much about America, the real initiator of France into the habits and life of the great country, is well represented by L. Cappiello in a natural pose.

Catalogues are sold at the entrance of the big monument, the Grand Palais, where the exhibition is held, for 20 cents. It is the proper thing to buy one, and rove from room to room.

At the door I noticed camelots (those famous street-sellers of anything) running after the harassed bearers of catalogues, taking them back for 10 cents. They are good business men, you know. But what can one think of those people who have spent their whole afternoon looking at nothing else than their catalogues, eager to make in them as many pencil marks as possible? Sad humanity!

Recently I saw in the window of Doucet Jeune, Rue de la Paix (near the Place de l'Opera and the Equitable, U. S. A.), a number of quite exquisite and new ties, a temptation to the American eye. They were awfully expensive (four or five dollars each). They were of diaphanous stiff tulle, with silk oval spots woven on it—for instance, green (dark) ground with glossy spots of the same color; gray; very deep claret.

Three others were simply masterpieces of good taste and luxury. The background was of black, small-netted tulle, silk embroidered with wreaths of roses and foliage in pale "bleu nattier" (that is, a pale, faded sky blue) or faded light mauve. These are extremely delicate and gorgeous at the same time, but will not become fashionable because too expensive (hand work). Only millionaires or extremely well-dressed men can wear them.

"Le Carnaval de Venise," on the Boulevard des Italiens, a very fashionable place, were showing at the same time pieces of tulle—green, nattier blue, green—with oval spots. Spots are growing in favor, it is worth while to note.

IMPRESSIONS OF SUMMER STYLES FROM OBSERVATIONS AT THE SEASHORE

Surprisingly Few Correctly Attired Men Among Thousands Who Spend Holidays at Atlantic City—Customary Laws of Harmony in Men's Clothing Are Either Misconceived or Disrespected This Season.

THERE is something missing in the details that make up the styles of men's summer clothing this season, a something that has an important bearing upon a man's general appearance—harmony of colors. Conservatism has been propounded from all directions and upon various occasions, but predictions, no matter from what source, that the present season would be one of conservative styles, have all gone amiss, if we may take as conclusive evidence a review of men as they were dressed at one of America's leading seashore resorts during the holidays.

This condition of affairs may be accounted for in one of two ways—that there is a general misconception of, or a partial disregard for, the established laws of harmony. One might say there are no set rules as to what a man shall wear or how he shall wear it, and that each is privileged to display his own individual taste. All of which is virtually true, but there must be taken into consideration the fact that to harmonize colors enhances a man's appearance, and a careless mixture without due regard for the correspondence of tones eliminates him from that enviable class—properly dressed men. Perhaps, though, men now have a desire to carry out their own ideas, their personal notions—good or bad, as may be—and thus the result—a mixture of a little bit of everything and an abundance of nothing in particular.

The real color scheme seems to have been lost this summer and an unmatching variety has apparently taken its place, according to impressions made by the holiday populace of Atlantic City, where all manner of men, from the wealthiest to those of very moderate means, assemble to spend the hot months. It is perfectly natural that brilliant colors should predominate in summer furnishings, but there is no special reason why even then care and taste should not be used.

Attracted to the seashore by the cool ocean breezes, the delightful surf bathing, the flight of airships and the gay night life of the resort, Atlantic City seems to be the spot everyone has selected for his holidays' pleasure this season, not to speak of the thousands who annually make this their summer home; and on the boardwalk and beach about 200,000 people gather to seek relief from the sweltering heat of the big cities, all wearing summer clothing of one description or another.

In view of all the different reports that have been published recently as to what kind of clothing has been sold and what sort

THE CROWD ON THE BEACH WAITING FOR THE AIRSHIP FLIGHT.

THE BOARDWALK ON THE MORNING OF JULY 4.

of furnishings have been demanded for hot weather wear, it seems that no better confirmation could be obtained than from actual observations at a place of this character, for "seeing is believing," and what is plainly visible to the eye cannot easily be contradicted by the mind.

As the summers roll by year after year the popularity of this wonderful place seems to expand in all directions and the influx of summer visitors becomes greater and greater. It has been stated, however, upon a well-founded basis, that within late years Atlantic City has attracted people of moderate means in slightly larger proportions than the wealthy, but be that as it may, it still remains America's official summer resort, and nowhere else in the country is there displayed such an array of clothing as may be seen around the beach front almost any day of summer, and especially on a holiday like Independence Day, when people flock to the seashore in preference to any place else. By this time, too, the wealthy people who patronize the big fashionable hotels have located, and are enjoying the delightful surroundings of the life here.

There are many permanent attractions at this pretty ocean town, things that appeal to the fastidious and the carefree, something to satisfy every desire; for here care and worry were never known, and all is turned to jollity, happiness and comfort—not sought for apparently, but afloat in the air and imbibed in the soul. One of the principal attractions during the recent holiday was the flight of the airships along the beach and over the ocean, in which two noted aviators participated successfully, flying several miles out at sea, then returning and dashing up and down over the breakers. This feature, with perfect weather and excellent bathing, drew one of the biggest Fourth of July crowds in the epoch of Atlantic City's history.

There is not much life on the boardwalk in the morning before 8 o'clock, because early risers are exceptionally few here. And why should it be otherwise, when there's nothing to deprive one of delightful morning sleep, refreshed by the enchanting sea breeze that seems to find its way through one's window, regardless of the exposure? Night life in the big cafés does not cease until about 2 o'clock and often later, so that the retiring and rising hours are late. By 12 o'clock at night the big boardwalk is almost deserted, except for a few late strollers who prefer the open air to the thickly populated music halls and cafés which from that time on are usually filled to their utmost capacity. Here wine and song reign supreme, and it is here that a great many well-dressed men and women congregate; in fact, at this time of night it is the only place where many well-dressed men are found. All the big fashionable hotels have their own cafés and grill rooms, and there most of their guests are to be found about midnight.

The boardwalk promenade becomes active about 9 o'clock in the morning and continues until late at night, though from 11 until 1 a large part of the crowd is either on the beach or in the surf, that being the popular bathing hour. Between 5 and 6 in the afternoon nearly everybody is on the boardwalk, and the roller chairs are lined from the big Million-Dollar pier up toward the inlet for miles on each side of the great plank avenue, during a stroll or ride up which one would ordinarily see smart-looking clothes on every side.

It is the habit of the men to wear their dark suits in the morning and their light ones in the afternoon. Plain blue serges, blue with pin stripes, dark gray, dark brown and black were to be seen here and there among the morning crowds, while in the afternoon more light shades were in evidence among men who wore regular worsted or cheviot suits, in grays principally. The men who made the best appearance were those who were dressed in flannel suits or in flannel trousers and serge coats, but it was in this clothing that there were surprisingly few correctly attired men.

Perhaps a description of the clothes worn by one of the finest-looking men on the boardwalk will be interesting. It happened that he was a properly proportioned man, and that may have had something to do with the impression he made, because his clothes seemed to fit him as though they were molded upon his form. He wore a plain white flannel suit. There was nothing unusual about its style; the trousers hung in a natural way, being made with a cuff on the bottom, and the coat was cut single-breasted sack style with three buttons, and no fancy pockets or anything of that sort to spoil its appearance of neatness. His silk hose and four-in-hand tie were a delicate, though by no means brilliant, shade of green that seemed to be neither too dark nor too light; his soft silk shirt was a very light shade of green—almost white with a tinge of green mingled throughout, seems to describe it. From the breast pocket of his coat protruded two corners of a green handkerchief. Around the crown of his sennit straw hat was a band of dull deep green and around his waist was a leather belt of the same shade; all of which were matched in perfectly harmonizing tones, colors that were not conspicuously brilliant, but wonderfully neat. His low shoes were of spotless white or of the same shade as his trousers. A light flannel suit of clothes and furnishings of green are seldom seen together, but how nicely they become a man at a seashore resort where they seem delicately to blend with the natural surroundings cannot be appreciably conceived from a mere description, so let it suffice

(Continued on page 98.)

THE CURTIS BIPLANE ON THE OCEAN PIER BEFORE THE FLIGHT, AND A SNAPSHOT BY OUR REPRESENTATIVE SHOWING THE MACHINE IN FLIGHT.

MEN'S WEAR MARKETS

From the raw material to the finished garment.

THE MEN'S WEAR MARKET.

WITHIN the past fortnight the men's wear market has taken on a somewhat firmer aspect. The business in all its branches is moving along on lines more in keeping with ideals of what the business at this season should be. The beginning of the present month found wholesalers' stocks in a satisfactory condition. Many were carrying practically no merchandise, others only a little, they having disposed of much at prices which at best only covered cost of manufacture. With stocks in this condition the development of a firmer tone is gratifying in the extreme.

Manufacturing is said to be in process up to the fullest capacity and there is considerable activity in the shipping divisions. Many houses, by a strenuous effort, despite the late deliveries of piece goods from the mills, are prepared to make early deliveries, and during the past fortnight many of the western shipments have gone forward. There has been no urgent demand for early deliveries on the part of the retail merchants, except from some few sections, it seemingly being their purpose to clean up closer on present stock before calling for more. Retail stocks are no lower than expected at this season, and by many they are considered heavier, due to many offerings at reduced prices not having taken well.

Earlier in the season manufacturers expressed the opinion that a later demand of some nature might develop, and their haste to manufacture fall goods and deliver early was attributed to this belief. It can hardly be expected, in view of the present retail conditions, that such a demand will develop.

Manufacturers' attention is also turning toward another season to the extent of looking at the lines which are slowly being opened. Some buyers in the market are looking at the lines now opened, which average up to $1.50 per yard, but it is said by sellers that in most cases looking is the extent of their activity.

It was hoped that in this report we could chronicle the opening of some of the higher grades, but these are still unopened, and present indications are that they will remain so for several days yet. Piece goods men say that lines are withheld in order that buyers will be more anxious to look, but on the other hand the attitude of buyers has not materially changed and they are not yet overanxious to see lines. They feel that the revision of fall ordering on the part of retail merchants is not yet over, and although there is less evidence of it now than a couple of weeks ago, they are waiting to see the final outcome before much anxiety will be expressed in regard to spring lines. The factor which will determine in a large measure the final outcome of the lines is price, and the lines now opened do not promise to determine that.

Whether the soft-finished fabrics or the worsteds will predominate in the spring lines is a question that only the opening prices will show, and the particular lines that are an index are those which remain unopened until later.

A trade letter emanating from an eastern market sounds a warning with reference to serges in the heavy weights. They are said to be scarce, and buyers are urged to cover their requirements. Retailers now buying in the market are experiencing some difficulty in this respect.

THE THURSDAY CLEAN SWEEP SALE.

IN the May 11 issue of this magazine we outlined plans for a series of Thursday sales. An interesting letter from a merchant who followed this plan is printed here:

"To the Editor:

"We are sending you under separate cover ad No. 3 of our Thursday clean-sweep sales. Ad No. 1 sold very few goods for us. We had some inquiries, but scarcely any sales.

"We account for this from the fact that some merchants here made the serious mistake of humbugging the public with almost every kind of sale imaginable. The people are suspicious of sales and are placing them all in the very doubtful columns. We plead 'not guilty' of ever committing this serious blunder, but the public does not seem to separate the innocent from the guilty.

"We did not get discouraged at the failure of the first sale, and having confidence in your plan, as outlined, we prepared for the second sale day. Gaining by your criticism, we addressed the ladies, and advertised mostly such goods as they are in the habit of buying in a men's furnishing store. The consequence was, we saw some new faces in the shop, and the sale on advertised goods was very fair.

"In our third Thursday ad we featured trousers, offering 60 pairs at half price. Result was more satisfactory than first or second Thursday. People called for advertised goods, bought them, or bought from regular stock.

"We feel very much encouraged now, and believe that your plan, as outlined in the Apparel Gazette of May 11, will prove a winner. Thanks. Our advice to brother merchants is to adopt the plan and to go at it with a determination to succeed.

"Very truly yours,

"_____."

MEN'S WEAR MARKETS

From the raw material to the finished garment.

A WORD ABOUT ACCESSORIES.

IT was mentioned in our last issue that there is a possibility of the suspender webbing houses establishing a one-line-a-year business, though at that time no definite information upon the subject could be obtained, and even now there is nothing positive upon which can be based a statement that such action will be taken. Some of the large webbing houses in the East have agreed that they will not show the usual September line until November of this year, delaying the spring booking two months, but this does not necessarily mean that it is a movement looking toward a permanent change in this respect. Suspender manufacturers declare that so far as they are able to learn, no final action has been taken in the matter yet, and just whether or not there will be they are not in a position to say, but it is believed that they would approve such a movement, which, it seems, would make their business more generally satisfactory because of the fact that jobs would be eliminated from the market to a certain extent. The question may be decided at a meeting to be held some time within the near future. The volume of business booked by the webbing houses for next fall has been less than was expected, and there is therefore a fairly large stock of material on hand which, it was thought, might possibly be reduced by the action already taken.

There has been no unusually active demand for handkerchiefs during the past two or three weeks, and, in fact, their popularity has not been any more evident—in the fancy colors, that is—than it was several months ago. A man the other day even went so far as to intimate that the popularity of fancy handkerchiefs for men in America was on the decline, and there do seem to be some places where they are seldom seen. This gentleman suggested that probably the new and sometimes considered improper method of wearing the watch in the coat pocket where the handkerchief is ordinarily carried, has had a tendency to affect the sales of this article. Very dark shades have of late been more often demanded than the lighter colors, and observation among well-dressed men would seem to bear out this assertion, both with suits of dark and light shades. A dark colored body with a border of some other dark color is being called for about as much as any other sort just now, in combinations that harmonize with the furnishings, tie, shirt and hosiery.

The traveler's cane, made of either lancewood or rattan with hook or cap top in a variety of forms, is becoming more widely known and sought because of its convenience in travel. The joints are invisible when the cane is set up, and makes a very sightly stick; when taken apart it can without the least difficulty be packed in a trunk or suitcase. There can be found canes in many shapes and in various weights and woods, square, triangular, six and eight sided, or any kind the man particular in his dress could wish. At church or at the seashore the walking stick is considered strictly proper, and there are about as many men carrying canes to-day as there are those who do not believe in this fashion. The present summer's demand has been quite unusual, and walking stick manufacturers are doing well.

BOYS' CLOTHING MARKET QUIET.

NOTHING of consequence has transpired in the boys' clothing market, aside from the stimulation given this along with all other lines of apparel by the July clearing sales which are being conducted in nearly all stores. These are having some effect upon the stocks, but as spring and summer business in this line began early it naturally closed sooner than usual. This refers to the wool and the worsted suits, not the wash suits, which continue to sell well. Present indications are that these will continue to sell in a fair volume through the summer, they being considered ideal summer apparel for boys.

In wash suits, which are really the activity-producing part of the business, it is stated by several in the market that a white middy suit with blue collar has been an exceptional seller.

One other line that has been active and continues so, numbers the khaki suits made in the Rough Rider, Indian and cowboy designs. In the wholesale market there is still sufficient stock on hand so that those who are compelled to enter the market at this time to procure more merchandise find no difficulty in securing desirable patterns at attractive prices.

Fall lines are in process of manufacture; in fact, are coming out in record time, and deliveries are being made in some quantities. It is the impression that there will be early and fairly complete deliveries throughout the season.

There is no disturbing element to be observed in this market, and the close of the first half of the year witnessed shipments and sales for the spring and summer season a good percentage ahead of those of the same period a year ago. Buyers are actively considering the new lines which are being opened, and express the opinion that worsteds will play a more important part in the lines for next spring.

MEN'S WEAR MARKETS

From the raw material to the finished garment.

SHIRT BUSINESS GOOD.

AT the opening of the past fortnight the shirt trade in all departments was enjoying the benefits of the seasonable weather which had stimulated sales and made up for the long period during which business was exceedingly dull.

The custom shirt makers report that their business was greater during the month of June and early part of July than ever before experienced. This may be partly attributable, as also may be the satisfactory business done by manufacturers and retailers, to the growing popularity of the soft shirt. This style jumped into a still greater degree of favor this season, and the innovation which it may be said to be, in its present style, created a lot of business. The conservative patterns, principally in stripes, continue to predominate in the lines now selling and those bought for next spring.

A canvass of the shirt trade revealed the fact that stocks of soft shirts are exceedingly low. Buyers who are compelled to come into the market now to buy an additional supply of soft shirts are obliged to take what they can get, and as the lines are broken the selections are confined within narrow limits.

Both in the retail and wholesale market it is said that the pleated front and the stiff shirts are moving rather slowly. Now that the soft shirt supply is lowering it is hoped that the other styles may move faster.

It is estimated in the market that the total sales up to the middle of the year are equal to those of last year, and possibly slightly in advance.

The encouraging feature of the business is the lack of revisions in the orders placed for fall. Usually the percentage of revisions for this period is greater than it is this season, and to this fact may be attributed the optimism that prevails in the market.

The collar business is reaping its summer harvest and trade reports from all manufacturers are most encouraging in their nature, the only note of alarm being the slight falling off in collections. This is also true of the shirt business and is shared by many other lines, so that it is not taken to indicate any condition peculiar to the shirt and collar industry.

Soft outing collars which were a scarce article six weeks ago now seem to be plentiful and are being offered at cut rates by some manufacturers.

SUMMING UP THE STRAW HAT BUSINESS.

IT has become apparent that those merchants who stocked up rather heavily on Panamas this season have met with an unlooked-for disappointment. This has been a strange straw hat season in many respects, a season unlike any other that has preceded it. Panamas have not sold in the quantities that the hatters early in the season felt confident they would, and the consequence is that these stocks are heavier now than they should be so late in the summer. Mackinaws were sold rapidly in the East during the first part of the season, but after this style became so popular in moderate-price goods the demand for the higher qualities fell off materially, and this hat is not so well liked now as formerly.

Sennits, taking into consideration all the favorable and unfavorable conditions that have prevailed this spring and summer, have equaled the hopes of the retailers about as nearly as could consistently be expected. It is a well known fact that this business is governed wholly by the weather, and for this reason the season started somewhat later than usual all over the country, with but little life to the trade at the start-off. Only moderate buying continued until toward the latter part of June, when the weather conditions greatly improved and sales were slightly increased. In the East some years ago June was the record month in the straw hat business, but the seasons have gradually advanced until now May is decidedly the best of the whole straw hat season. In the West the demand does not become noticeable until much later, and the height of the season consequently is not reached much before the middle to the last of June, and this year even that was thrown back a few days. There are several retail hatters who declare that their figures show an increase over last season's business up to a corresponding date, but taking the trade altogether the country over, but little if any improvement will be found in the record of sales actually made by the middle of July of the present year.

Mackinaws, hatters inform us, are not moving in the popularity that was so evident some time ago, because the style has been offered in very cheap qualities, making them less liked by the buyers that were so eager for them when they were originally introduced. It is the consensus of opinion among the well informed hat people that the plain sennit has been and will always be the standard hat the world over, worn by properly dressed men, demanded in preference to all other kinds, and the hat that will leave the retailers with no surplus stocks of unusual size. For next season buyers are beginning to place orders for the 2¾x2¾ inch dimensions, feeling sure that these proportions are going to be demanded.

MEN'S WEAR MARKETS

From the raw material to the finished garment.

UNDERWEAR AND HOSIERY SHOW ACTIVE IMPROVEMENT.

THAT the seasonable weather has had its effect upon both the wholesale and retail underwear and hosiery trade in every quarter of the States can be easily recognized by the fact that even stocks in the wholesale houses have run low on account of the duplicate orders that have been received from the retailers for immediate deliveries. Everywhere retailers' stocks were reduced almost to a minimum by a demand that started with a rush and continued right on through several weeks of splendid weather, without much falling off even after the holidays. The result was wonderful, but not of such a surprising nature that would catch the retailers unawares with low stocks; for almost as soon as the demand started, most buyers began making preparations for duplicating their original orders placed early in the season.

It was declared by the managers of several furnishing goods stores that their underwear and hosiery stocks had been more quickly reduced and more heavily replenished than anything else in the house. Shelves that had long remained loaded with goods were emptied and refilled within the past few weeks, and in the majority of cases these were the first duplicate orders that had been sent in this season. Wholesalers have not added any more stock even on numbers that were sold entirely out when duplicate orders came in, declaring that it is too late for them to duplicate and run chances of carrying over large quantities of goods, so that they have been clearing out the goods they already had on hand and reordering but a very small quantity in cases where it was considered necessary. This applies more particularly to underwear than to hosiery.

The fall underwear market, according to the reports of the big jobbers, is brighter now than heretofore, one prominent eastern jobber stating that it will be the best season experienced by his house since that of 1906-7, and already the business booked exceeds that of a corresponding date one year ago. Buyers in the West as well as the East have placed orders for goods in liberal quantities for fall, because, it is said, stocks of underwear were sold comparatively low last winter and spring on account of the prolonged season. Up until late in spring there was some demand for heavy and medium weight underwear, and stocks shrunk to a low ebb, necessitating fairly heavy buying for the coming fall season. The present light weight season is considerably behind its normal condition, in spite of the past few weeks of excellent business, due to the lateness in which the season started, but jobbers are of the opinion that if the good weather continues for about a month longer, business of former seasons will be equaled.

While many duplicate orders have been received for hosiery, yet the jobber's market is fairly quiet. Goods for immediate delivery are being ordered quite steadily, but as yet there has been less than half the regular advance business done. Manufacturers are dull and jobbers do not seem to be able to get what business they want. Like underwear, the demand has been active with the retailers, continuing moderately well after the first week in July, but it is on fall goods that the market is extremely quiet. However, a more optimistic spirit reigns than that which prevailed in June, and there will, no doubt, be improvement before another fortnight has passed.

OPTIMISM IN NECKWEAR.

THE past fortnight marked the departure of some salesmen with fall lines of neckwear and the return of a few who started out early with their lines. Both the reports of those returning and of those starting since the Fourth, who are just now greeting their customers, are encouraging in their nature.

Some of the novelties being shown for fall have been elaborated upon, and it may be said that they have met with excellent reception. The later lines show some additional novelties that the manufacturers seem to feel will be approved by the trade. Manufacturers whose lines have just gone out say they have already reordered several lines—an unusual procedure so soon after the opening of a trip. Some novelties not previously mentioned are a satin and rep combination, that may be described as wide stripes of satin and rep alternating. Another, a delicate lace effect stripe on a taffeta ground, is meeting with much favor. Blocks and plaids are also gaining considerable favorable comment, as are the lines of Persians which are being and have been shown. The bolder effects continue in greatest demand.

Many of the scarfs for fall are made in a style similar to the English fold tie, but not so wide at the ends. The extremely narrow ties, it is thought, will not be quite so far in the lead in the fall lines. It is suggested that the late men will probably meet with a greater degree of enthusiasm than those who started out early, as it is gradually becoming the practice to buy neckwear shorter periods in advance, so that a showing now is expected to produce better results than the earlier one. The volume of orders received by mail for immediate delivery during the past fortnight has been highly satisfactory, this feature now being considered an important factor in the business.

SELLING IDEAS

AN idea for increasing the sale of wash neckwear is presented in the cut on this page. The true test of a window display is in its business-compelling influences, and in this particular instance ten gross of wash ties were sold in one day at two for 25 cents.

The feature of the display is not shown very clearly by the photograph, but it consisted of a washtub and clothesline, presided over by an attractive young lady, whose rolled up sleeves denoted her occupation. This young lady divided her time between scrubbing and hanging on the line to dry the wash neckwear which composed the display.

The window was arranged by Warren Melzard for S. D. Patterson & Co. of Lynn, Mass.

HAT THERMOMETERS.

This idea, while not entirely new, is clever, and is said to be in use by some New York hatters. They have out straw hats with a little thermometer, which is fastened to the sweatband inside the hat, so that by merely removing your "lid" and looking at the heat registered inside it, you can tell whether or not you ought to get in out of the sun. Here is a schedule of danger temperatures:

Danger, 100 degrees—When the thermometer registers 100 degrees, it is time for you to look for a cool spot and keep away from the sun.

Hot, 90 degrees—When the thermometer registers 90 degrees, you had better take off your hat and feel comfortable.

Cool, 50 degrees—When the thermometer registers 50 degrees, look for a warmer place. A continued exposure to this temperature will cause a cold.

Cold, 30 degrees—When the thermometer registers 30 degrees, it is an indication that the temperature is entirely too cold for your head. Change your location at once.

A TRIP TO THE ROSE CARNIVAL.

During the Rose Carnival, an annual festival in San Jose, Cal., D. J. Riley, an enterprising clothier and furnisher of Gilroy, another southern California town, gave his customers round-trip tickets to San Jose.

He made arrangements with the railroad company and the carnival committee and was able to secure the transportation at attractive rates. This was his offer to customers.

"With every man's or young man's suit from $15 up we will give one full round-trip ticket to San Jose and return; with every boy's suit from $5 up we will give half-fare ticket to San Jose and return. With every $15 worth of merchandise of any description, bought in any of our departments, we will give one full round-trip ticket to San Jose and return."

BOOSTING THEIR HOME TOWN.

Keegan Brothers, clothiers and furnishers of Santa Rosa, Cal., believe that advertising the attractions of their town will prove, indirectly, effective advertising for their store. They have sent out a very attractive little booklet showing scenes in and around this, the "City of Roses."

In a state which is the goal of so many tourists, this advertising showing the town's advantages is money well spent.

A WASH TIE SELLING SCHEME WHICH BROUGHT RETURNS.

Business Conditions Reported From Various Centers.

Hot Weather Is a "Life Saver" to Trade in Most Sections—Enables Merchants to Equal, and in Some Cases Exceed, Last Season's Records.

CHICAGO TRADE.

Trade Rather Light, Despite Tempting Price Reductions.

DURING the past two weeks the clearing sales which are now generally in progress throughout the retail district, have been attracting the attention of the late buyers. It is reported that the sale of dry goods and accessories has been greater than in clothing proper.

The offerings in this latter line are, however, inviting in their nature, but the demand seems to be rather light. The tremendous buying of the previous three or four weeks, along with the estimated 50 per cent of the regular spring business which it was conceded was placed early, left few to buy. The further cuts in prices which were put in force last week in many stores, account for the business that was done, it being possible to buy clothing at lower prices than have been in force for some time. Suits at prices varying in amount from $7.50 to $20.00 attracted some trade but not the volume hoped for.

Shirts, ties, hosiery and outing clothes are supplying the larger part of the present activity in the men's wearing apparel line. Underwear at reduced prices is attracting considerable trade.

There have been several silk hose sales, which seem to meet with good response. It is said that silk hose and the guaranteed hose have made great inroads upon the sale of other kinds not thus classified, although it was noted that some mercerized hose at twenty-five cents were in one store getting considerable attention, while sales of hosiery at ten and fifteen cents testify to the tendency to unload surplus stocks.

Wash neckwear, the tubular kind, plain and figured, at twenty-cents, is a refreshing instance of merchandise that is not coming under the reductions. There is wash neckwear sold in abundance at lower prices but not the tubular ties. They are quite popular because the color assortment furnishes something to match the soft shirts which are being worn extensively.

In the wholesale shirt market there is said to be a limited supply of soft shirts, and while retailers bought these quite liberally some are almost sold up, and when compelled to go in the market to buy additional supplies have to take from the limited assortment left. Pleated shirts are moving slowly and many are being displayed at reduced prices.

Displays of bathing suits in many of the stores are attracting attention and sales. Stocks generally are being reduced in a fairly satisfactory measure. Prospects favor a continuation of the clearing sales for some time yet and each day brings out some further reduction in price.

A PROPER CAUTION.

"Now, John, you won't let a big wave knock me down, will you?"—Drawn for Browning's Magazine by Calvert Smith.

SAVED HIS STRING.

Farmer—"Hey, there, don't you see that sign, 'No Fishing'?"

City Chap—"Yep, but look at the basket of beauties I caught. The man who put up that sign must be a chump."—Chicago Daily News.

MEN'S WEAR.

NEW YORK CONDITIONS.

Continued Hot Weather Stimulates Retail Clothing and Furnishing Goods Trade.

RETAIL business in the clothing and furnishing goods trade was more satisfactory last week than it has been for some weeks past. The exit of thousands to the seashore and the mountains has been offset considerably by the influx of probably as many more to this city on sightseeing tours, and it is generally known that a tourist usually travels well heeled, to the delight of the retailer. The hot weather during the week was the cause of practically sweeping out the stocks of many merchants who have been called upon to supply the demands of these tourists and others who found it imperative to drop heavy garments and substitute the lightest tropicals that could be obtained.

The rush to the nearby water resorts has, of course, been the means of increasing considerably the sale of outing garments of flannel and crash, and two-piece suits of many varieties. Salesmen have been kept on the jump, waiting on customers, and especially in the larger and exclusive stores has this been true. Department stores have come in for a fair portion of the out-of-town trade.

As was predicted by the manager of one of the large clothing houses a few weeks ago, that the people would lay in a supply of lightweight garments as soon as the weather warranted, it was said last week that summer weights have sold well, especially in two-piece suits.

Furnishings have sold fairly well generally, in some places much more satisfactorily than others. Sales continued during the week with

THE FOREIGN IDEA.

American Girl—"Oh, yes, Count, my home was in California, and I went to school in Boston."

"Ach, so? Did you go home at nights?"—Camden Telegram.

Did You Ever Try to Do This?—Chicago Post.

apparently good results, and the big drive on shirts which was carried on all over the city has been the means of disposing of large stocks. Neckwear has also sold in good quantity, and underwear of the athletic variety was a more popular seller than for several weeks past. Straw hat sales continued in full swing during the week, and many stocks have been depleted to a satisfactory extent.

BUFFALO TRADE.

Recent Hot Spell Regarded as a "Life Saver" to a Poorly Started Season.

RETAIL trade was very satisfactory last week. The drouth ended with two days of heavy rains and this appeared to stimulate purchases. Receipts for the month so far have been ahead of a year ago and dealers are gratified at the way business has picked up generally.

Clothiers interviewed during the week on the effect of the hot spell were with few exceptions of the opinion that it has been a life saver to a poorly started season. People have bought liberally of medium priced garments in most stores, and there are only a few managers who say that conditions are not up to the standard.

Last week found most clothiers getting ready for price cutting sales. Only a few were started and none among the best stores. These will start this week, but stocks are badly depleted and few can offer much variety in styles or sizes.

Some wholesale clothing houses are still disturbed by a strike, but report getting out their goods on time and having very little inconvenience. Collections are fair.

Hatters began sales of straws and many people are buying their second hat. Furnishers got rid of a large supply of underwear and hosiery. Sales of shirts were in progress in almost every store and were well patronized.

CHATTANOOGA BUSINESS POOR.

THE clothiers and the department stores and several smaller establishments agree in their statements as to the summer's business and the outlook for the future.

The first three months of the year showed extraordinarily busy conditions, and all seemed to be making money; during the last three months, however, there has been a slump in the trade of all lines allied with textile fabrics, and the consensus of opinion is that it is now too late, even if weather conditions should be favorable, for the merchants to make up their losses during the three months' slump. There have not been three successive days in any of the spring and summer months so far when rain did not fall.

Straw hats have been a drug in all the stores, and only a small percentage of the usual sales for a summer season have been made. Many of them, notably the clothiers, are making ready for their fall trade.

While business was pretty good early in the year, the average of previous years has not nearly been reached on account of the cool weather and continuous rains.

MEN'S WEAR.

PHILADELPHIA BUSINESS.

Warm Weather Created Good Business in Men's Furnishings and Clothing.

THE continued warm spell last week proved a great boon to the retailers of men's furnishings and also helped the clothiers considerably, they reducing their prices to make the merchandise attractive to the general public, which seems to be now holding off till the special bargain sales are announced. A great number of white and cream colored flannel trousers were sold, and blue serge suits also had a heavy sale. The once popular Norfolk jacket is being worn chiefly by the exclusive dressers, and is not in popular fancy.

One firm has put on sale a new suit for aerial navigation, or an aviator's costume. They say that their sale surpassed their expectations, five of them being sold in the week. They are equally valuable for flying or motoring.

Regular automobile attire sold much more slowly. The polo coat, introduced earlier in the season, is being very little called for.

Bow ties have gained in popularity, and great numbers of them were sold at all the men's furnishing shops. The most popular tie of the week was the foulard, with its fanciful colors and flowing ends. This tie in popularity seems to lead the knitted scarf. The higher priced knit ties and the accordion ties, however, sold up to standard. The silk shirt, both in plain and plaited bosoms, has jumped into immense popularity during the last two weeks. Silk and linen and silk and cotton shirts, and the usual summer negligee shirts also sold well. Silk hose seem to be much more worn by the middle class this season than ever before and more were sold last week than in any previous week in the season. Fancy and openwork hose also sold very well.

One shop has introduced a new collar that has the appearance of being a high, close-fitting collar when worn, but in reality is a very comfortable low collar.

The new accordion knit bathing suits introduced within the last week or two have sold very well, and many firms have been forced to duplicate their original orders.

The uniform business did well on account of the various military organizations moving into camp. This business has been reported rather dull the last few months.

PUZZLING THE BOY.

Little Roger—"Uncle John, I heard papa say you got pretty well soaked last night. Did it rain very hard?"

Uncle John (with a sickly smile)—"I don't exactly remember, Roger. I know I was dry enough early in the evening."—Trenton Evening Times.

CLEVELAND CONDITIONS.

Warm Weather Reduces Stocks—Talking Brown for Fall.

CLEVELAND clothiers, with one or two exceptions, held up their stock reduction sales until Saturday, July 9. Under the circumstances, this gave them almost a week more on the regular prices than they would have had if they had followed their inclination to cut on the first pretext. However, the warm weather had so advanced their sales that they were not as anxious as they might have been to make the reduction. Saturday was a heavy day and business has been brisk since, although the reductions did not amount to more than 20 per cent. While clothing stocks are heavy, the indications now are that they will be well cleared up before it is necessary to make a final cut that will wipe out all profit or result in actual loss.

For the most part, the stocks on hand consist of spring merchandise that was held up by the cold weather. Two-piece suits and other summer merchandise have sold very well and it is believed that not a great deal of it remains.

During the past few weeks quite a number of brown shades have been sold and merchants are talking browns for the fall trade.

Some of the houses on Euclid avenue made a reduction of 25 per cent on straw hats early last week. This indicates that they were stocked up a little too early, for the trade in straws for the past several weeks has been very heavy, as it has been in panamas that sell from $5 to $7. A good grade of straws was sold by most of the houses, as the cheaper hats did not come up to demand in appearance and quality.

With the exception of specials put out at the end of the week, no reductions have been made in furnishings by most of the houses. They report business in this department very good and feel that they will be able to realize the original prices for some time yet on shirts and neckwear.

Although business in general in this city has not been what was expected during the spring and summer months, the talk is upward right along. The iron and steel trade has been especially disappointing and this affected other lines of business in the greater part of northern and northeastern Ohio, as well as Pennsylvania. The coal business has been extraordinarily good, however, because of the heavy demand from the northwestern lake territory, and this has offset the effect of the dullness in the metal trade.

The Resourceful Hen; or, How the Little Chicks Were Saved.—Chicago Daily News.

ST. LOUIS TRADE.

Continued Hot Weather Results in Brisk Business for the Week.

HIGH temperatures, combined with a series of good shopping days, resulted in good business last week for retail dealers in clothing, furnishings and hats. Sales were further increased by the liberal price concessions which many dealers made. As compared with the corresponding period of last year, sales during June and July of this year are reported all the way from 20 to 60 per cent better.

Mohair suits were good sellers last week and blue serges were reported by some stores in very good demand. Some managers were pushing sales of flannels, with only fair results. Lightweight underwear sold well, and there was a good demand for negligee shirts and small items of furnishings.

CINCINNATI REPORTS GOOD BUSINESS.

SULTRY days and settled weather conditions have worked wonders for retailers in textile lines, and stocks are melting away. It is now practically assured that July will even up the trade totals for 1910. The remarkable gains of sales in the past fifteen days are attested by every leader in Cincinnati retail trade seen during the past week.

Clothiers express themselves as satisfied with the future outlook. Outing suits and flannel trousers have moved at a lively pace during the last seven days without reduction, though summer suits of worsteds and cheviots have been generally repriced in order to quicken their sales.

Few cancellations of orders have been reported by the clothing manufacturers.

BOSTON TRADE.

Another Week of Good Business in Men's Clothing and Furnishings.

LOCAL retail trading in men's clothing and furnishings last week continued in good volume. It is vacation time and the continued hot weather and the lures of the numerous price-cutting sales have made the thinnest summer offerings in men's wear very attractive to buyers. The biggest price reductions, however, have concerned three-piece lightweight suits, as holders are especially anxious to clean up such portions of their stocks.

Some local merchants have already advertised cut-price sales of blue serge suits, but the more conservative houses will not make price reductions on these staple lines until after the first of August.

The hot weather has stimulated the demand for lightweight underwear, for negligee shirts, wash ties and thin office coats. In most cases, the business of the past three months in men's furnishings has been very disappointing and this recent activity is all the more welcome on that account.

Straw hats continue to have a good sale, the lower prices of the past 10 days having tended to rouse a supplementary call for such offerings.

Gray fabrics, it is said, will again be the most popular ones for fall and winter suits and overcoats. Though there is considerable talk of browns, the more conservative retailers will show comparatively few garments of that color, and fancy blues will get more of their attention than browns. In overcoats, too, these houses will give staple lines the preference.

LOUISVILLE CONDITIONS.

Hot Weather Rush Made Up for Dullness of the Spring.

MERCHANTS in this market are of the opinion that in spite of the dull season during April, May and the earlier part of June, the year's business is expected to be larger than last year's. The volume of trade for the month of June has far exceeded the sales for the corresponding period of last year and July sales will be an increase over July, 1909. The spring trade was poor, but the summer trade makes up for it.

MILWAUKEE BUSINESS.

Business Ahead of First Six Months of Last Year.

RETAIL merchants, both large and small, are enjoying a profitable business as a result of the continued warm weather, and the volume of business done during the first six months of 1910 will in most instances shows an increase over the same period of 1909.

While the trade during April and May took a decided slump, owing to the extreme cold, a large amount of stock which would have been carried over until next winter, under ordinary circumstances, was disposed of during May and the first two weeks of June. Then came the sudden advent of warm weather and a great rush for summer goods of all kinds was the result. Stocks of straw hats, summer shirts and light suits have been depleted.

Business for the year is expected to exceed that of 1909 by a substantial margin.

Birmingham, Ala.—Hot Weather Causes Excellent Business.—The hot weather last week decidedly brought business to the point of eclipsing, at least for the week, the trade of the same period last year. This section has, however, suffered from daily rains which have hurt and put a "damper" on business.

Providence, R. I.—Merchants Glad of Warm Weather, and Business Good.—There was no great rush in trade last week, but on certain lines there was enough boom to occasion the statement that "business is good, considering." In each instance where the merchant was asked if the warm spell was a help, the answer was in the affirmative, and one or two said the steady warm weather had saved the day.

WASHINGTON, D. C.

Steady Hot Weather Has Made Good Business in All Lines.

LAST week was another one of special sales in all lines of clothing, bringing business close to former good records. Merchants are unanimous in saying that the hot weather of the last few weeks has been responsible for business activity, which in every way equals that of corresponding years. Big department store managers say that the general average of the entire season is higher than of corresponding seasons of former years.

While everyone expects the last part of the month and August to bring with it the usual dull season, they do not apprehend even the slightest embarrassment. The International Congress of Esperantists, which will meet here during August, is expected to help trade, as it is expected the congress will bring more than 50,000 visitors to Washington. In reports of committees it has been estimated that the 50,000 or more delegates and visitors will spend something in the neighborhood of $1,000,000 during their stay here.

NEW ORLEANS HAS A VERY QUIET WEEK.

LAST week was a very quiet one in our lines. The anxiety over the anticipated street car strike overshadowed everything else, and while the stores advertised in a fairly liberal manner for this season of the year, some of them offering real bargains, there was no great rush of trade.

San Francisco.—Sales Stimulate Business Somewhat but Aggregate Business Only Average.—Last week this city experienced no hot weather conditions, and trading was of the usual summer dullness. The principal stores held special sales to stimulate business, and the reduced prices had some influence in increasing trade, although the aggregate volume did not exceed the average July business.

Seattle.—Though Weather Was Somewhat Cooler Trading Continued Fair; Reduction Sales Brought Out Good Business.—Despite the fact that the weather last week was somewhat cooler, business continued fairly satisfactory. Practically every men's and women's clothing store held reduction sales and these brought out customers in goodly numbers. Taking everything into consideration, this month's warm weather has been the biggest item in the reduction of stocks.

New York, N. Y.—Wiener & Greenstone Distribute Wire Coat Hangers at Opening.—Wiener & Greenstone, tailors, 63 Nassau street, who opened their establishment on July 13, gave as souvenirs wire coat hangers, besides offering clothes at reduced prices. They received many floral tokens of good wishes from friends.

Anything to trade? Use the Classified Department.

NEWS OF THE CLOTHING TRADE

National Retail Clothiers' Association May Hold Convention in Chicago—M. L. Rothschild to Open Foreign Office—Changes in Wholesale Circles.

New York, N. Y.—Stocks Fuller Than Usual.—Wanamaker's say that stocks are fuller than usual at this season.

St. Paul, Minn.—Leader Clothing Company, incorporated. Capital, $30,000. Incorporators: Isaac and Jacob Lederer and L. D. Burnett, all of St. Paul.

Greenfield, Mass.—B. J. Michelman Moves.—B. J. Michelman, clothing, for several years located in the Davenport block, has moved to larger quarters at 233 Main street.

Charleston, W. Va.—Schwabe Clothing Company, manufacturers and wholesalers, has surrendered its corporation charter and discontinued business as a corporation.

Tampa, Fla.—J. R. Bowman Reports Business Good.—Bowman the Tailor of 711 Franklin street has just closed a special sale of $18 two-piece suits. He sold over three hundred.

Chicago, Ill.—Interstate Tailoring Company Sells Out.—The Interstate Tailoring Company, Fred Gresheimer, proprietor, tailors to the trade, has sold out to the Lukone Tailoring Company.

Big Rapids, Mich.—R. A. Blakely Will Move to Muskegon.—R. A. Blakely, clothing and men's furnishings, is preparing to move to Muskegon about August 1, where he will continue business.

Goldsboro, N. C.—Korrect Clothing and Shoe Company's Fire Loss Adjusted.—The Korrect Clothing and Shoe Company has received the adjustment of the loss on its stock by fire, and is now closing out to discontinue.

Hartford, Conn.—Edgar F. Burnham Sails for European Trip.—Edgar F. Burnham, of Gemmill, Burnham & Co., clothing, has sailed for Europe, accompanied by his family. Mr. Burnham will visit Ireland, Scotland and England.

Boston, Mass.—James Rogers to Go With Barron, Anderson & Co.—James Rogers, who has been representing Berger, Raphael & Wile in New England, will go with Barron, Anderson & Co., of this city, the coming season.

New York, N. Y.—Barnet Lefkowitz Commences Business.—Barnet Lefkowitz, for seven years in the employ of his father, Meyer Lefkowitz, has commenced business as a clothing jobber on his own account, at 105 Bleecker street.

Salem, Mass.—Clothiers Here Sell More of Better Goods Than of Cheaper Kind.—Clothiers in this city state that there is a call for the better line of clothing and that they sell more $20 to $35 suits than the $12 to $18 kind. In furnishings also this inclination for the better class of goods holds good. There is a good demand here for $2 and $3.50 shirts and $1 neckwear; 50 cent and $1 hosiery is sold in large quantities.

A New Jersey Airship.—Trenton Evening Times.

New York, N. Y.—Siegel Store Corporation Declares Regular Preferred Dividend.—The Siegel Store Corporation has declared the regular quarterly dividend of 1¾ per cent on the preferred stock, payable August 1 to stockholders of record July 15.

Atlanta, Ga.—Frankel Clothing Company incorporated to manufacture and sell clothing and other merchandise at wholesale and retail. Capital, $5,000. Incorporators: S. and H. Frankel of New York, and I. Frankel of Fulton county, Georgia.

New York, N. Y.—Reported Moe Levy & Co. Dissolution Will Not Take Effect Until January Next.—It was rumored in the trade recently that the dissolution of Moe Levy & Co., which was formally announced in May, will not actually go into effect until next January.

Garrett, Ind.—Leigh Hunt, Clothing and Men's Furnishings.—Hunt has placed his entire stock of goods in the hands of the United States Salvage Company, who are holding a closing-out sale. Mr. Hunt in future will devote all of his time to the Hunt Manufacturing Company, of which concern he is an officer.

New York, N. Y.—Pepper & Axelbaum to Dissolve.—Pepper & Axelbaum, manufacturers of youths' and children's clothing at 110 Bleecker street, will dissolve partnership in the near future. The business, it is understood, will be continued at the present address without change, by Harris Pepper; Pepper & Axelbaum, incorporated in July, 1909, succeeding to the business of Harris Pepper.

Chicago, Ill.—Atwood Clothing Company Will Discontinue July 27.—The Atwood Clothing Company, Clark and Madison streets, announces that it "will discontinue business July 27, on account of the sale of the building." It offers "bargain prices on Rogers, Peet & Co.'s clothing. Cost prices on most of the furnishing goods."

New York, N. Y.—Changes in the B. Light Company.—Rudolph Sommer and Max H. Joseph have resigned as president and secretary, respectively, of the B. Light Company, 722 Broadway, although they will continue to retain an interest in the business. Jacob Light becomes president and treasurer and Meyer Weinberg, secretary.

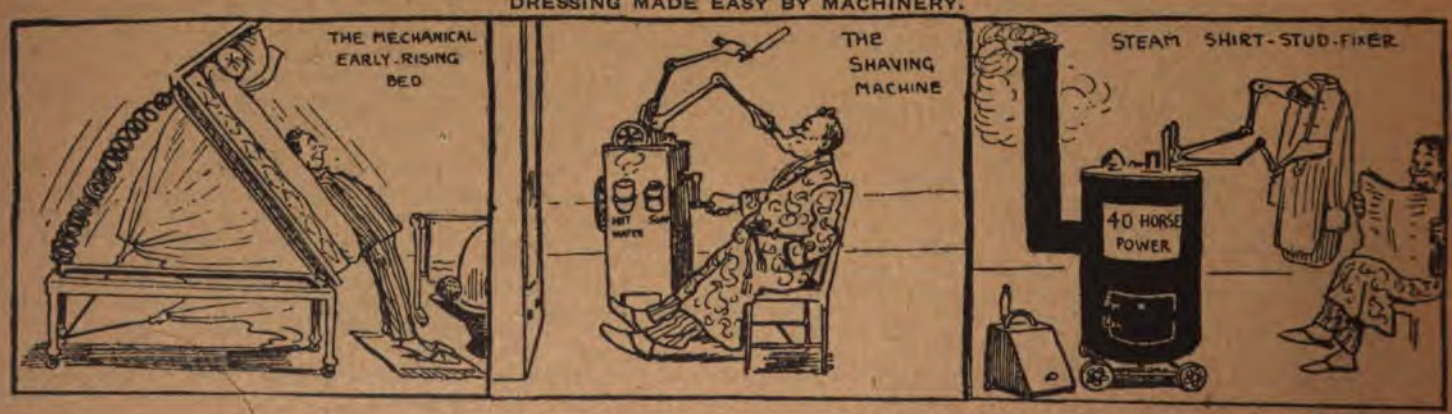
New York.—Herbert M. Shirek in Town.—Herbert M. Shirek of A. Shirek & Sons, Ltd., San Francisco, manufacturers of clothing, is in the market and is ready to look at new spring woolens. Mr. Shirek expects to be in the city for the next week and while here he will make his headquarters at the New York office of A. Shirek & Sons, 25-27 West Houston street.

Philadelphia, Pa.—Abraham Gittlemacher Withdraws From Gittlemacher & Sons.—Announcement has been made by the firm of Gittlemacher & Sons, manufacturers of clothing, 436 Market street, that Abraham Gittlemacher has withdrawn. The business will be continued by Eli Morris and Louis Gittlemacher under the same firm name and at the same address.

Birmingham, Ala.—Spielberger Bros.' Loss Adjusted.—Spielberger Bros., men's clothing and furnishings, who suffered when the big clothing and men's furnishings store of Louis Saks was practically destroyed by fire, have made a settlement with the insurance companies and now have a sale on of the salvage. Walls of the Saks store fell in on the Spielberger stock.

New York.—G. M. Vincent to Move to 522 Sixth Avenue.—Through the failure of the lessees who occupied the upper lofts of the building in which his Sixth avenue store is located, G. M. Vincent, clothing, has been unable to renew his lease, the landlords desiring to let the building as a whole to one tenant. Mr. Vincent has leased a store in the Stiner building, 522-524 Sixth avenue. He has for his neighbors, Browning, King & Co. and Weber & David. He will open in September.

DRESSING MADE EASY BY MACHINERY.



—Daily Mirror.

A. L. WALCOTT INTERVIEWED.

A. L. WALCOTT, of Tom Murray's, Chicago, when in New York recently, was interviewed by our representative. While Mr. Walcott said that business conditions in Chicago were nothing to brag about, his sentiment leaned heavily toward optimism when he declared that for the six months ending June 30 his firm's business showed a material increase over that of the first six months in 1909. March and April, he said, were considerably ahead of the same period last year, and May and the first part of June were rather backward, although in advance of the previous year. The last part of June, Mr. Walcott said, was an exceedingly busy season, and the business done during that time was phenomenal, owing to the favorable change in the weather.

In talking about weather conditions affecting business, Mr. Walcott said he believed that extreme heat was almost as harmful to the clothing trade as unseasonable weather, but that the furnishing goods people reaped a material benefit. In Chicago, continued Mr. Walcott, the public does not consume the same class of goods as it does in the East, particularly along seashore towns. Outing suits and two piece suits, he said, are not ready sellers in his town.

During the interview Mr. Walcott drifted into a sort of general talk on where is the best place to go for special goods. Summing up the conversation, his opinion was that the small manufacturer who devotes his attention to making a specialty is the man to go to for real values. He said that man gives an article made specially for a certain purpose or trade, whereas the larger and general manufacturers cannot give the same attention to specialties as the smaller man carrying one line. To illustrate, he said Tiffany could not deal in whiskey nor could Park & Tilford sell diamonds.

Mr. Walcott spoke of Chicago day, which will be held the last week in August in this town, when all the merchants in the city are expected to display and sell only Chicago-made goods or goods made by companies controlled by Chicago houses. He said the merchants are getting in readiness for this feature already. Speaking about large influxes of people into a town, Mr. Walcott said he did not believe that it did the merchant much good, outside of a little advertising. He said, though, that this year Chicago is the city of 27 different conventions, while New York has considerably less.

Boston, Mass.—Grand Rapids Show Case Co. Opens Local Branch.—The Grand Rapids Show Case Co. has announced its intention of opening a local branch at 53 Bedford street, on or about July 20. Less definite plans of this sort were announced earlier.

Up to Date in Froghurst.—Lowell Sun.

Birmingham, Ala.—Fire Loss of Louis Saks Adjusted.—The loss by fire on the stock of goods of Louis Saks has been adjusted at $199,500, the insurance companies taking over the salvage stock. Evans Bros. have been given the contract to rebuild the store. The building is to be ready for occupany within thirty days. Buyers will leave at once for New York, Boston and other places in the East to make purchases for the new stock.

Philadelphia, Pa.—Simon Kirschbaum to Go into Clothing Business.—The report that Simon Kirschbaum, formerly of A. B. Kirschbaum & Co., will go into the clothing manufacturing business has been confirmed. Concerning his future plans Mr. Kirschbaum said: "I am going in the clothing business. That is certain, but further than that I can give you no definite information. Just where I shall locate is yet uncertain. I am considering several out-of-town propositions, but I prefer to remain here in Philadelphia, so my location is undecided. There is nothing positive that I can tell you at present, but just as soon as my arrangements are completed I shall be glad to inform you." Whether Mr. Kirschbaum will become connected with an existing firm or form a concern of his own cannot be learned. However, should he take an interest in an established concern it is believed that he would be one of the leading spirits in the company, both officially and financially. In the event of the latter course being his intention, he is unable to state who, if anybody, will be associated with him in the business.

REGARDING SUIT CLUBS.

IN connection with the proceedings against Philip L. Sacheim, proprietor of the Bell Clothing Co., Gloversville, N. Y., who is charged with conducting a "suit club," Attorney Scribner, who secured the evidence which led to Sacheim's arrest, in a recent interview published in a local paper called attention to certain points of the law governing "suit clubs."

It is claimed, said Mr. Scribner, that the manner of conducting a suit club is a gambling contract, and that persons conducting the so-called suit club may be arrested and tried for a misdemeanor and may be indicted by a grand jury for felony.

Another peculiar feature of the law, according to Attorney Scribner, is that it permits a person who pays in any money in any lottery or gambling scheme to sue and collect double as much as he paid in with double the costs, from the person or persons who conducted the lottery.

Those winning prizes in a lottery, it is also claimed, are not immune from trouble if the law were strictly carried out. The commissioner of charities is authorized to sue and recover from those winning prizes, the value of the prize won, the amount recovered to be devoted to the support and maintenance of the poor.

The owners of buildings in which lotteries are being conducted with the knowledge of these owners, it is also stated, are liable to be indicted for felony.

Mr. Scribner claims that his contention that the suit clubs are lotteries is supported by a decision of the Minnesota courts, which decision is as follows:

"A distribution by lot of clothes among clubs paying by installments and so conducted that a member of a club may get a suit for a few dollars, or might be required to pay $10, when he would get a suit in any event, is a lottery."

"We do not, however," said Mr. Scribner, "expect to use all the law that covers the subject but intend to use the very mildest measures possible in dealing with these merchants. All that we want is for them to stop the suit clubs."

Los Angeles, Cal.—P. A. Newmark & Co. to Begin Operations About August 1.—It was said by A. Steinhart, at the offices of F. W. Binzen, 13 Leonard street, New York City, who is interested in the newly formed corporation here of P. A. Newmark & Co., Inc., that they are at present installing their machinery, and expected to begin operation the first of the month. They will do a strictly manufacturing business in khaki uniforms, overalls, a general line of overshirts, etc. Mr. Steinhart said that orders are now being booked for the new plant.

DRESSING MADE EASY BY MACHINERY.

CLOCKWORK CLOTHES' BRUSH
THE PNEUMATIC BOOT-LACER (A BOON TO THOSE WHO FIND IT DIFFICULT TO STOOP)
THE ELECTRIC HAT, STICK AND GLOVES DISTRIBUTOR.

—Daily Mirror.

FAMILIAR PHRASE.

"A spoiled child."—Evening Bulletin.

Chicago, Ill.—Crowds at Marshall Field & Co.'s Store Saturday Disappointed at Finding It Closed for a Picnic.—Notwithstanding a placard posted on every door for a week, notifying that the store would be closed all day July 16 for a picnic to the employes, crowds visited the Marshall Field & Co. retail store Saturday and were disappointed at finding it closed.

Baltimore, Md.—Isaac Hamburger & Sons Report Last Saturday as the Best Day They Ever Had.—Albert Berney, of the firm of Isaac Hamburger & Sons, retailers of men's wear, told a representative of this paper that Saturday, July 2, was the best day they have ever had since they have been in business, some 60 years. They commenced a mid-summer clearance sale on that day.

Predicts Dark Colors.—One seller, who is identified with the finer grades of merchandise, predicts that dark colors will have the run this lightweight season. He reasons that the present business depression, causing a 50 per cent decrease in buying power, will also lead toward conservatism in colors; also that light colors having run for three years, a conservative trend is due.

Chicago to Get Retail Clothiers' Convention?—At a special meeting of the directors of the Iowa Retail Clothiers Association, C. E. Wry, secretary of the Association, was appointed a delegate to go East in the interests of organizing a national association and passed through Chicago Saturday, July 16. Mr. Wry was in New York Monday and made his headquarters at the Grand Union hotel. He had several interviews with prominent New York retail merchants and also with the clothing manufacturers' association. Mr. Wry in an interview stated there had been a great deal of interest taken in the formation of a national association and he hopes that it will result in a convention to be held in Chicago some time in September.

New York, N. Y.—The Kahn, Wertheimer & Smith Company Brand Report That It Is to Retire from Business, or That Any Change Will Occur, as Willful Lie.—Reuben Smith, of the Kahn, Wertheimer & Smith Company, manufacturers of boys' and children's clothing at 739 Broadway, on Saturday last issued an emphatic denial of a report that the company was to retire from business or that there was to be any change in the concern. Mr. Smith said that they had heard the rumor, but did not know who had started it, and believed that it was done with malicious intent. He said: "The party, or parties, responsible for circulating such a report did so with the idea of injuring us. We are not going out of business; neither are we going to make any change in the company. That is as flat-footed as I can make it."

AT THE WEDDING.

Janet—"Viola says there was only one drawback at her wedding."

Fanny—"What was that?"

Janet—"She says her father looked too cheerful when he gave her away."—Waterbury Republic.

Gloucester, Mass.—Merchants in Gloucester report that business is very good. The summer colony is larger this year than ever before and the members patronize the stores here more than in former years. The $8, $10 and $12 suit is slowly passing out of existence; people here want clothing from $15 to $30. One merchant states that the consumer here now realizes that he can get a better ready-made suit for $25 than he can get custom-made for $30.

Clinton, Ia.—The Wearing Apparel Association of Clinton, the organization of which was reported in a previous issue, has elected the following officers: President, B. M. Jacobson; first vice-president, Martin Morris; second vice-president, Thomas Soulan; secretary and treasurer, Jacob Warnecke. The board of directors includes J. E. Reid, Will Redden and Henry Lanagan. One of the first acts of the association was to pass a resolution agreeing not to make any donations or to advertise in any medium, such as a program or directory. Any member violating this agreement is fined $5. Among the other things which the organization hopes to bring about in the near future are a uniform closing hour, an agreement setting the date for special sales and protection against suit clubs and dead-beats.

POSITIVE.

Mistress—"Nora, I saw a policeman in the park to-day kiss a baby. I hope you will remember my objection to such things."

"Sure, ma'am, no policeman would ever think iv kissin' yer baby whin I'm around."—Chicago Daily News.

MEN'S WEAR.

MAURICE L. ROTHSCHILD TO ESTABLISH FOREIGN OFFICE.

MAURICE L. ROTHSCHILD, Chicago, who sailed for Europe on Tuesday, June 19, while abroad will establish a foreign office to look after the firm's buying interests and to keep in closer touch with foreign markets. The office will probably be located in Paris. Many of the lines handled by Mr. Rothschild, such as hosiery, hats, handkerchiefs, neckwear silks and clothing materials are, either in their raw or manufactured state, foreign products.

Mr. Rothschild stated that it is his intention to operate in the clothing business just as the large dry goods houses have done, by establishing buying facilities wherever the interests of the business require such facilities. "Our business," he said, "is developing into larger spheres." The buying power of three large stores such as M. L. Rothschild's in Chicago, St. Paul and Minneapolis, is so great that they can serve their patrons best by going into the primary markets.

"Our trade is constantly pushing us higher," said Mr. Rothschild. "It is demanding a class of merchandise which makes increased foreign facilities necessary to provide for the trade to whom our store appeals, and better facilities in this direction will develop a greater demand upon us for that kind of merchandise. It is the policy of trying to please our patrons which has caused us to take this step."

Mr. Rothschild expressed a belief that the tariff on clothing materials would be revised in the near future, saying that conditions demanded it, and that he had further reason to believe that a favorable revision would take place. "When it does we will be prepared for it," he added.

The man who has been secured as the foreign buyer is now in Germany but will transfer his headquarters to Paris. He is said to be in intimate touch with all the foreign markets and knows every new weave as quickly as it comes from the looms.

About the addition to the Chicago store, Mr. Rothschild said that all of its appointments would not be complete until about October 15. While the new section is now occupied because the space is required, the completion of the building will consume at least that much time.

After attending to the business part of his trip, Mr. Rothschild, accompanied by Mrs. Rothschild, will motor through France, England, Scotland, Switzerland and other countries, returning about December 15.

New York, N. Y.—Eli M. Garson Will Become Associated With Hays, Levi & Co. October 1.—October 1 has been decided upon as the date Eli M. Garson, of London, Garson & Budwig, is to become associated with the clothing firm of Hays, Levi & Co. It was reported in this paper some time ago that the change was to take place, but at that time it appeared that July 1 would be the date. The style of the new firm has not yet been decided upon.

New York.—Henry Goldman Denies Report of Sears, Roebuck & Co. and Montgomery Ward & Co. Deal.—Henry Goldman of Goldman, Sachs & Co., a director of Sears, Roebuck & Co., said to a representative of this paper that there was not the slightest foundation for the reports that Sears, Roebuck & Co. were seeking to secure the control of Montgomery Ward & Co. or vice versa.

Ever think of changing for something better? A want ad may get you the right place.

FURNISHING GOODS NEWS

Chicago, Ill.—Burns & Grassie to Move.—Burns & Grassie, now at 152 Dearborn street, will locate at 185 Dearborn street about August 1 in a store which is being remodeled for them.

Minneapolis, Minn.—Roger Charlton Holds Closing Out Sale.—Roger Charlton, men's furnishings and hats, has started a closing out sale of his $18,000 stock of men's fine furnishings and hats."

Minneapolis, Minn.—Kelly, Amann, Derrick Company to Locate Here.—The Kelly, Amann, Derrick Company, neckwear manufacturers of Indianapolis, will move their factory to this city, locating on the second floor of 517-521 Fifth avenue, S.

Bellows Falls, Vt.—Inter-Ocean Shirt Company May Locate Eastern Factory Here.—The Inter-Ocean Shirt Company of Lincoln, Neb., which has been looking for a site for a large Eastern factory, has fully decided, according to a local report, to locate here.

Philadelphia, Pa.—The Late Solomon Miller's Personal Property Appraised at $211,770.—The personal property of the late Solomon Miller, of the shirt manufacturing firm of Miller Bros. & Co., has been appraised at $211,770, the interests of the decedent in the firm of Miller Bros. & Co. being valued at $90,000.

Washington, D. C.—Biggest Straw Hat Sale Ever Held Here.—What is said to be the largest straw hat sale ever held in the District has been started by D. J. Kaufman, 1005-1007 Pennsylvania avenue, N. W. Early in the season, Kaufman purchased 10,000 straw hats in one lot, and the balance are now on sale.

Dunkirk, N. Y.—R. J. Randall Resigns as Secretary and Vice-President of Dunkirk Shirt Company.—Rolland J. Randall has resigned as secretary and vice-president of the Dunkirk Shirt Company to accept the office of auditor for a Buffalo manufacturing company. Mr. Randall is secretary of the Dunkirk Board of Trade.

Gloversville, N. Y.—L. N. Littauer to Sail for Europe.—Ex-Congressman L. N. Littauer, of the glove firm of Littauer Bros. & Co., will sail next week for a trip abroad. He will visit England, Germany, Italy and Switzerland. The trip, while made for pleasure, will be devoted to the study of industrial conditions in the old world.

Omaha, Neb.—Tom Kelly Company, Incorporated. To operate furnishings and hat store. Capital, $10,000. Incorporators: Thomas Kelly, John McQuillen and M. L. Kelly. Corporation will start business August 1. Thomas Kelly of the recently organized firm left Chicago Saturday, July 9, for the New York market to buy furnishings.

Los Angeles, Cal.—Neckwear Concern Leases Large Building.—The Marion R. Gray Company, manufacturers of neckwear, and the Calnevar Shirt Company, makers of men's shirts, have leased for five years, at an approximate rental of $25,000, the brick loft building at the southeast corner of Los Angeles and Fourth streets. The building will be remodeled.

Lockport, N. Y.—Dumville Shirt Company Sells Out.—Louis L. Patterson, George Miller and Carl B. Koom, all of this place, have purchased the Dumville Shirt Company's business on Market street, of which Joseph M. Dumville has been owner for many years. Mr. Dumville is to retire from business. Mr. Patterson will be the active head of the new firm.

St. Louis, Mo.—G. A. Stacey Injured and His Infant Son Killed in Automobile Accident.—News has been received in St. Louis of an automobile accident in Berkeley, Cal., in which the infant son of C. A. Stacey, former vice-president of the Rice-Stix Dry Goods Company, was killed and Mr. Stacey was badly injured. Mr. Stacey was connected with the Rice-Stix Dry Goods Company for 25 years. He retired two years ago and took his family to California to live. No details of the accident have been received here.

New York.—John Forsythe, Inc., to Vacate Premises at 841 Broadway on Oct. 1—Deny Report Will Occupy Old Blumenkrohn Store on Thirty-fourth Street.—It is stated at the office of the company that John Forsythe, Inc., retail men's and women's furnishings, about October 1 are to vacate their present premises at 841 Broadway, against which foreclosure proceedings have been begun, as reported. However, Manager J. F. Butler of the store denied a report that the business will remove after that date to the store which has just been vacated by the S. Blumenkrohn Co., women's wear, on Thirty-fourth street, between Fifth and Sixth avenues. Mr. Butler said that the company was not yet prepared to make public its new location.

SLAVES OF FASHION.

Ethel—"Lend me your hanky, Mabel."
Mabel—"Haven't you one in your bag?"
Ethel—"Good gracious, my dear girl, do you think I would put anything in this bag? It's as much as I can carry empty!"—From Punch.

New York, N. Y.—Wholesale Dry Goods Firms Agree to Commissioner Driscoll's Campaign Against Fraudulent Marking of Goods; Will Have Five Months to Liquidate Open Stock.—In an interesting meeting held before Commissioner of Weights and Measures Clement J. Driscoll, in the city hall, to discuss the fraudulent marking of dry goods, a representative of the H. B. Claflin Company stated that his firm had already cabled a mill in Manchester and certain mills in Germany to stop the placing of marks on goods, except the actual marks required by the customs officers. This will have the effect of preventing the practice of marking false measures of sheetings, linens, braids, towels, etc., which practice has been in force many years. The meeting was well attended, mostly by members of the wholesale houses.

ALL FICTION.

Mrs. Dull—"Do you read much fiction?"
Mrs. Wise—"I get a letter from my husband every day."—Newark Star.

Schenectady, N. Y.—The following will have charge of the various departments of John B. Hagadorn's new men's furnishings store: Miss Laura Gardner, of Rindshopf & Loeb, will have charge of the gloves; Walter Messner, formerly with M. Mann, the hats; Walter Hagadorn, the neckwear and furnishings, and Edward Stanton, the shirts. Children's hats, umbrellas, raincoats, etc., will be carried.

New York.—Claflin's Will Try to Stop Untruthful Advertising of "Tefft, Weller Sales" by Retailers.—The H. B. Claflin Company in their purchase of the remaining stock of the Tefft, Weller Company, also bought the right to the use of the trade name of the Tefft, Weller Company, and an effort will be made to stop the indiscriminate advertising of "Tefft, Weller" sales by retailers who have not in fact purchased any of the merchandise.

Birmingham, Ala.—Marshall Field & Co.'s "Buyers' Convention" Opened.—The previously announced "buyers' convention" of Marshall Field & Co.'s salesmen and the Alabama merchants was opened July 12 in the Hotel Hillman. Frank Dunlap, assistant general sales manager for Alabama and Mississippi, was in charge and he was assisted by twenty-three salesmen who came from Chicago in a private car. A special baggage car and fifteen trunks brought the samples, which represented every line carried by Marshall Field & Co. The display occupied two floors in the hotel. About 250 merchants from all parts of the state attended the convention, and it is stated locally they were the guests of the company during the four days of the exhibit, whether they bought or not.

How the ingenious waiter arranged the table for a banquet given to some military officers.—Pele Mele.

REPORT OF THE H. B. CLAFLIN COMPANY.

THE H. B. Claflin Company reports for the six months ended June 30 last, in comparison with the corresponding period of the previous years, as follows:

	1910.	Changes.
Net earnings	$206,574	Dec. $85,259
First preferred dividend	65,008	
Balance	$141,566	Dec. $85,259
2nd preferred dividend	77,118	
Balance	$64,448	Dec. $85,259
Common dividend	153,164	
Deficit	$88,716	Inc. $85,259
Prev. res. for com. stk	1,865,216	Inc. 79,760
Sur. res. for com...	$1,776,500	Dec. $5,499

President John Claflin, in his remarks to the stockholders, says: "Our sales were larger than for the corresponding season a year ago, but after February the primary markets were demoralized and much merchandise was sold without profit. The fact that the retail trade of the country has not suffered with the wholesale trade, indicates a fair consumption of merchandise and assures the gradual reduction of aggregate textile stocks to moderate proportions.

"This season completes the twentieth year since our incorporation. The total cash distribution on the common stock now reaches 140 per cent."

New Ulm, Minn.—Johnson & Co. Open Branch Factory Here.—Johnson & Co. of St. Peter have put into operation a branch shirt and overall factory in this city, employing 25 girls.

"SECOND COUSIN ONCE REMOVED."

Philadelphia, Pa.—Umbrella Manufacturers Fined on Plea of Technical Guilt of Forming Combination in Restraint of Trade.—The National Umbrella Frame Company of Philadelphia, the Newark Rivet Works and the Newark Tube and Metal Works, both of Newark, N. J., in the United States Court in this city entered a technical pleading of guilty to a charge of forming a combination in restraint of trade, and Judge Holland imposed a fine of $1,000 upon each, the minimum sentence. Although it was known that the alleged unlawful combination of manufacturers of umbrella ribs and rods and other materials did not work any hardships on the consumers, the fact that a technical plea of guilty had been entered by the defendant made it necessary for the court to inflict a punishment upon them. At the hearing it was brought out that some years ago competition in metal materials for umbrellas was so keen that a number of firms were forced out of business. Later an agreement was entered into by a number of firms which were able to continue their business, to regulate prices. A letter was produced that had been sent to the Department of Justice at Washington by the customers of the defendants, in which they asked the authorities to drop the prosecution inasmuch as they were not affected by the combination, but were really benefited by the agreement to regulate the cost of metals. Their request was refused, and when the case came up before Judge Holland the firms admitted that they were technically guilty of the charge that they were restraining trade.

New York, N. Y.—Buyers in Town.—C. J. Heeseman, of C. J. Heeseman, Inc., Oakland, Cal., and his buyer were recently in town enjoying a pleasure trip along with a little business. Mr. Heeseman said he was mighty glad the big fight did not take place in San Francisco, because he thought the chances were better for the World's Fair, which is spoken of for the Golden Gate city. Mr. Heeseman is a strong booster in favor of the fair being held in San Francisco.

Robert F. Shafer of Wilkes-Barre, Pa., who was in town for a few days, reported very good business in Wilkes-Barre, with encouraging prospects for the fall season.

Ed Klam of Houston, Tex., and A. Goldsmith, of L. Freundlich of Mansfield, O., were also visitors during the fortnight.

Help!—Trenton Evening Times.

Barberton, O.—Merchants Agree to Early Closing.—At a recent meeting, 18 merchants of this city agreed to close at 6 o'clock on Tuesday, Wednesday, Thursday and Friday, between July 11 and September 17.

Boston, Mass.—L. Hirsh is forced to vacate the store at 1661-1669 Washington street, where he has successfully carried on a men's and women's furnishing store for the past 12 years, and has leased a store at 250 Huntington avenue, which will be ready for use September 1. In this store, which has a selling space of 3,000 square feet and 25 feet window display, he will carry only exclusive lines of men's and women's furnishings. A well-known men's furnishings buyer, at present connected with one of Boston's most prominent stores, will become buyer for this new store.

A HOT WEATHER SUGGESTION.

ONE of the dailies printed the following letter on a recent hot day:

"In regard to hot weather clothing, men in shirt sleeves are not pleasing to anyone, themselves or others, because the idea of their suits is not carried out. They look unfinished and despoiled of intention; but why may not a man's costume be devised that shall follow nature, give relief from oppression, and yet be complete and agreeable?

"For materials, there are Oriental silks and pongees of various kinds and colors—blue black, tan, brown and gray—all of which are easily washed and which should not be stiffened, but simply pressed while damp. Why cannot gentlemen wear suits of these stuffs, made with sailor or tailored blouses, with soft collars, cut high to turn over a narrow tie, or rolled over, open and low, with a loose tie below, and with coats of ordinary cut, which can be taken off at pleasure? This, it would seem, provides pockets enough, and to many minds the wonder is that such apparent comfort is not adopted.

"The high, stiff collar pressing on the neck, the buckram cuffs, woolen coats with canvas linings and close cut woolen trousers are against nature. And who compels this? Public opinion? Tradition is a hard master, yet nothing is so easy to change as a fashion. Let a few men adopt a cool costume, and would not followers be legion?"

Joy in Ducktown.

"Come on, fellers! Gee! What a glorious day for a picnic!"—Philadelphia Bulletin.

Washington, D. C.—Retail Merchants Formally Organize.—With a charter membership of 75, the Retail Merchants' Association of the District of Columbia has been formally organized. The merchants had first planned to organize as an affiliated body subsidiary to the Washington Chamber of Commerce. Joseph Strasburger, who was largely instrumental in making the organization possible, was elected temporary president. Other officers are: Captain James F. Oyster, vice president; T. C. Dulin, treasurer, and George H. Gall, secretary; board of governors: R. P. Andrews, A. D. Prince, H. C. Bergheimer, M. A. Leese and A. Mayer.

Detroit, Mich.—Elks' Convention Expected to Leave $1,000,000 With Local Retailers.—The annual convention of the grand lodge, B. P. O. Elks, has brought to Detroit more than 150,000 visitors from all parts of the country. In decorations throughout the city approximately $100,000 has been spent. Woodward, Michigan, Jefferson, Monroe and the other principal avenues are a riot of color, American flags and Elks' bunting being entwined in effective manner. The convention, being as it is, the largest meeting of any kind every year in the United States, also means much for the city to which it goes from a business viewpoint. It is estimated the conventionists and visitors will leave with Detroit more than $1,000,000. The convention concludes on July 14.

BUSINESS CHANGES

Sundance, Wyo.—Fred Schloredt, clothing, etc., is closing out to discontinue.

Flora, Ind.—Voorhees Bros., clothing, have discontinued business, having traded their stock of goods and fixtures for farming property in southwest Indiana.

Chicago, Ill.—Louis I. Hirsch is continuing the retail clothing, men's furnishings, hat and shoe business formerly conducted by Lapin & Hirsch at 512 Milwaukee avenue.

Indianapolis, Ind.—E. Levin & Co., Men's Furnishings, 207 South Illinois Street.—E. Levin has purchased Schmidt's interest in the business, and is now using his own name.

Mystic, Conn.—George A. Perkins Sells to L. A. Grover.—George A. Perkins, for 23 years in the clothing business here, has sold to L. A. Grover of Stonington, who has taken possession.

Hancock, Mich.—Model Clothing Store Sold.—Herman Stark, proprietor of the Model Clothing Store, has sold his stock to Kremen Bros., who will remove same to their store at Houghton.

Gulfport, Miss.—Jules J. Feitel has purchased his partner's interest in the firm of J. J. Feitel & Bro., clothing, men's furnishings, etc., and will continue the business under the name of Jules J. Feitel.

Minneapolis, Minn.—Donaldson's Closing Out Furniture Department. — Donaldson's department store are holding a closing-out sale of their furniture stock, preparatory to discontinuing that department.

Eau Claire, Wis.—J. S. Coel to Go in Business for Himself.—J. S. Coel, for several years manager of the Continental Clothing Company, has left for Wausau, where he will open business for himself.

Connellsville, Pa.—Mace & Co. to Quit Business.—Announcement is made that Mace & Co., Inc., department store, will go out of business, and that their entire stock will be disposed of as quickly as possible.

Philadelphia, Pa.—Charles V. Kolb Discontinues.—Charles V. Kolb, retail clothing, furnishings and hats, 5914 Germantown avenue, has discontinued. The Pennsylvania Auction Company will sell the stock on July 21.

Philadelphia, Pa.—Isaac Harris' Sons Close Washington Store.—Isaac Harris' Sons, wholesale clothiers of 16 North Third street, have closed their store at 307-309 Seventh street, N. W., Washington, D. C., and state they will not be responsible for any more goods delivered there.

Nashville, Mich.—O. M. McLaughlin Succeeded by Claude Smith & Co.—The clothing business of O. M. McLaughlin has been taken over by Claude W. Smith, who has been practically in charge of the store for several years. His father and mother are associated with him financially, and the firm name will be Claude W. Smith & Co.

Tuscaloosa, Ala.—Ben F. Eddins Company Purchases Harrison & Harrison's Tailoring Department.—Harrison & Harrison have sold their tailoring department to Ben F. Eddins Company, who now conduct a clothing and men's furnishing store here. Harrison & Harrison, who have been in business here for over 30 years, will retain their ready-made clothing business and also their furnishing goods, etc.

Hancock, Mich.—Herman Stark Sells One of His Stores.—Herman Stark has sold his store in the First National Bank building, containing an exclusive men's furnishings stock, to Boris Kremen, formerly of Houghton. The inventory value of the stock was $8,459, and the purchase price $7,277, covered by notes, payable monthly, dating from July 18. Stark continues his clothing and men's furnishings store at 201-203 Quincy street.

Fresno, Cal.—Sinay, Bittel & Constine Dissolve.—Sinay, Bittel & Constine, clothing and men's furnishings, have dissolved, Lawrence Constine selling his interest to J. Ambrose. The style has now been changed to "Bittel's."

Mitchell, S. D.—The officers of the Lovinger, Slade Company, Inc., successors to W. H. Conyes, clothing, etc., are: Joe L. Lovinger, president; Harry L. Slade, vice-president, and W. H. Conyes, secretary and treasurer. Mr. Conyes has been in the clothing business in Mitchell for nearly 23 years and is one of the most popular and well known merchants of the state. As previously reported the new firm will take possession about August 1. The store building has been remodeled and is now one of the most attractive business houses in the state. The firm states it will carry a "first-class large and well assorted stock of goods, but not too large for comfort."

Milwaukee, Wis.—Friend Bros. Clothing Company to Go Out of Business at Close of Present Season.—Joseph Friedberg, president of the Friend Bros. Clothing Company, one of the oldest and best known clothing manufacturing houses, has confirmed the report that the company will go out of business at the close of the present season. No successors to the business have yet been considered. The business of the Friend Bros. Clothing Company was for a number of years operated under the style of H. Friend & Bros. until 1883, when the present company was incorporated. The officers are: Joseph Friedberg, president; Jacob E. Friend, vice president; Bernard Eiring, secretary, and H. E. Friend, treasurer.

Chicago, Ill.—Lon Shaw, Men's Furnisher, 42 Jackson Boulevard, to Be Succeeded by the Tinsley-Jackson Company, August 1.—Lon Shaw, who for many years has been one of the prominent men's furnishers of Chicago, will retire from business August 1. His store has been purchased by the Tinsley-Jackson Company, a new firm composed of Robert Tinsley, manager of the Pullman shops at Pullman, Ill., and George H. Jackson, who for a number of years has been head salesman for Lon Shaw. It is stated that poor health is the cause of Mr. Shaw's retirement from his active and successful business career. He first came to Chicago and opened a furnishings goods store in 1884. He later became buyer and manager for the Quincy street store of Riley Darnell. In 1901 he purchased the store at 42 Jackson boulevard from Darnell.

The Tinsley Jackson Company have incorporated for $10,000. The incorporators are Robert Tinsley, George E. Jackson and S. W. Gehr.

"A VACANT PLACE."

JULIUS Pappe, proprietor of the U. S. Clothing Company, Sioux City, Ia., which has been in business for 27 years, announces that he will retire. The business has been discontinued. The Sioux City Daily Tribune pays the folowing tribute to Mr. Pappe under the heading "A Vacant Place:"

"The street" will miss Julius Pappe. His old store is vacant today and the familiar figure at the door is gone. Twenty-seven years he fought the good fight right there and kept the faith and added year by year new friends. And how he loves friends and grapples them to his heart!

Twenty-seven years! And all of them in plain sight of the Tribune office, only half a block away, and never a day of the 10,000 spent there when the editor of the Tribune and the genial proprietor of the big corner store were not interested each in the other and hoping each for the other's well-being.

To turn the key in that store door for the last time was to fall in battle and to hear the tramp of hosts no longer to be seen, and to wonder whether those who crash by are friends or foes. And there must be pleasant pictures, too, for the old warrior—of the comrades who answered so regularly to the call of duty and who rallied around him to register approval and give sign of faith. For 10 years he was a member of the directory of the independent school district of Sioux City, a part of the time its president, and all of the time proud of its purpose and loved of its people.

These thoughts should be his consolation as they are the enviable heritage of his children. Ill health has come to him and the future is clouded, but the past is safe. This is all that any mortal man can provide.

A little rest, a change of scenery, a few days of meditation, a sort of hospital experience after a battle, and then there is hope for a re-enlistment and the music again of trooping friends with rounds of the old pleasure.

And for those who continue a little longer in the service, we shall meet but we shall miss him. There will be a vacant place on the old corner and a heartache over the old picture, as we revive it.—Sioux City Daily Tribune, July 6.

OBITUARY.

Ann Arbor, Mich.—Jeremiah Ryan, a retired clothier, is dead, aged 50 years.

Detroit, Mich.—William P. Sumner, for a number of years connected with R. H. Traver & Co., clothing, is dead.

New Haven, Conn.—John L. Carroll, for 15 years manager of Lambert's men's furnishing store, is dead, aged 37 years.

Philadelphia, Pa.—Robert MacKay, a former shirt manufacturer of Norristown, died in the Masonic Temple, this city, aged 78 years.

Newark, N. J.—C. H. Babbitt, assistant superintendent of the clothing department in the Stoutenburgh & Co.'s store, died suddenly at his home. He was 48 years of age and is survived by his widow.

Fall River, Mass.—Ernest J. Boisvert, a salesman in the store of Wordell & McGuire, clothing, and one of the best known men in his line here, was drowned at Sandy Beach. He was 34 years of age.

New York, N. Y.—B. Weinberg.—The place of business of B. Weinberg & Son, manufacturers of clothing at 103 Bleecker street, was closed July 12 on account of the funeral of B. Weinberg, who was drowned.

St. Joseph, Mo.—Joseph R. White, for 28 years manager of the furnishing goods department of the John S. Brittain Dry Goods Company, died at his home here. He was 55 years of age, and had suffered from paralysis for several months. He is survived by his widow and a daughter.

Rochester, N. Y.—Alexander Baum.—E. M. Baum, a member of the firm of Hickey, Freeman & Co. of Rochester, was called away suddenly to Lewiston, Me., where his young son Alexander, aged 14, was in camp. The boy was poisoned in some way, his arm being infected, and blood poison set in. He died a few hours after his father reached Lewiston. The bereaved parents have the sincere sympathy of all who know them.

New York, N. Y.—Max Stadler.—The funeral of Max Stadler, one of the pioneer merchants of this city, who died at his home in his eighty-ninth year, was held from his late residence, 242 West Ninety-eighth street, July 14. Mr. Stadler was at one time the owner of the Stadler Company, for many years one of the largest clothing houses in the country. His place of business in New York was at Church and White streets. He retired from active business thirty years ago.

CHANGES AMONG BUYERS

Philadelphia, Pa.—E. J. Gadsby, secretary of Jacob Reed's Sons, and Mrs. Gadsby are on a three weeks' trip through Yellowstone Park, Montana, etc.

St. Louis, Mo.—Reported A. C. Buell is Now With Bates Street Shirt Co.—It is reported that A. C. Buell, who for some time past has been buyer for the Wolf Furnishing Co., St. Louis, has gone with the Bates Shirt Co., New York.

Chicago, Ill.—Alex Meyers, connected with the Brooks Company, retail hatters, since they started in business in Chicago about eight years ago, has been appointed manager and buyer for their Chicago store, succeeding Jack Newmark.

Burlington, Vt.—New Manager of Combination Cash Store.—F. G. Safford of Cortlandt, N. Y., several years ago manager of the Boston Store, dry goods, here, is now the manager of the Combination Cash Store, 56-58 Church street.

Poughkeepsie, N. Y.—Goes With M. Shwartz.—Irving Fleming, formerly with Luckey, Platt & Co., department store, is now in charge of the boys' and children's department of M. Shwartz's clothing store. Mr. Fleming has been in Wilkes-Barre, Pa., recently.

St. Louis, Mo.—Thomas W. Allen Now With Werner & Werner.—Thomas W. Allen, for ten years in charge of the children's department of Browning, King & Co.'s Omaha store, is now in charge of the same department at Werner & Werner's store here.

Little Rock, Ark.—Cyril H. Friedheim Goes With Hub Clothing Company.—Cyril H. Friedheim, of Friedheim Bros., who sold their stock of men's furnishings to the Hub Clothing Company, has associated himself with that company and will have charge of its furnishing goods department.

Wichita, Kan.—F. E. Fuller Resigns as Superintendent of George Innes Dry Goods Company to Go in Business for Himself.—F. E. Fuller, for several months floor superintendent of the George Innes Dry Goods Company, has resigned, to take effect at once. He will enter into a copartnership business for himself in a city near Wichita. Mr. Fuller will be succeeded by N. J. Benkert, the assistant superintendent.

New York, N. Y.—Ernest Gluck to Take First Vacation in 20 Years.—On July 19, Ernest Gluck, buyer of men's and boys' clothing, boys' blouses and men's hats for Bloomingdale Bros., left on the North German Lloyd liner Kronprinzessin Cecilie for a six weeks' tour of Europe. Mr. Gluck's trip will be a vacation, the first he has had for the past 20 years. He expects to visit all the principal places of interest, and will incidentally keep his eye peeled for any new ideas in the clothing line. Moe Fuld, of the Michaelson Clothing Company of Paterson, N. J., accompanies Mr. Gluck.

"Star" (to her fiance)—"And you must please see, George, that in the marriage certificate my name is put in larger letters than yours."—Pele Mele, Paris.

FIRES AND FLOODS.

Campbelltown, N. B.—Fire destroyed $1,000,000 worth of property here.

South Haven, Mich.—Max Shiowitz, clothing, sustained loss of $2,700 by fire; insurance, $1,000.

Allenton, Wis.—Loss of J. Ruplinger & Co., general store, in recent fire was $50,000. Insurance, $28,000.

Houston, Tex.—Mistrot-Munn Company, dry goods and clothing, was among the losers in $200,000 fire here.

Ogunquit, Me.—Stock of S. Krinsky, dry goods and clothing, destroyed by fire. Loss, $6,000; insurance, $2,000.

"TRANSMISSION OF THOUGHT."

The Critic—"I don't call 'im good tempered, or he'd wag his tail when I pat his head."
The Professor—"Und so he will presently, when der idea has had time to travel."—From the Bystander, London.

Wampum, Pa.—Fire destroyed many stores in main section of this town, with loss estimated at more than $100,000.

Utica, N. Y.—Stock of men's furnishings of Andrew M. Ehlinger, 324 Varick street, practically ruined by fire; insured.

Williamson, N. Y.—In fire here which caused about $50,000 damage, Jacob Martin, Jr., clothing and men's furnishings, sustained loss of $5,000, wholly insured.

Paris, Tex.—Stock of men's clothing and furnishings of Rice & Ciulla, valued at about $1,800, was almost totally destroyed by fire, smoke and water; insurance, $800.

Charleston, S. C.—T. A. Wilbur & Son, wholesale dry goods, notions and clothing, are said to be the heaviest losers in the big fire here, which caused total loss now estimated at nearly $400,000. The loss on Wilbur & Son's stock is placed at between $100,000 and $125,000.

Hartford, Conn.—Factory of Hartford Hat & Cap Co., R. Meister, proprietor, 22 Central row, gutted by fire. Damage to stock estimated at $5,000; insurance about the same amount.

Mt. Vernon, Ky.—Fire, supposed to have been started by burglars, who first robbed general store of F. Kruger & Sons, gutted three large stores here, entailing loss of about $39,000.

Philadelphia, Pa.—Fire in building at 408 Commerce street totally destroyed the stock and machinery of Gabler & Greenberg, manufacturers of men's shirts, and partially damaged the stock of A. Schneyer, manufacturer of children's wear.

Benton, Pa.—Fire which did damage approximating $300,000 destroyed sixty buildings and wiped out the business and residential section of this town. Among the buildings destroyed was that of the People's Department Store, whose loss is estimated at $40,000.

Danforth, Me.—Upper floors of three-story Lane block gutted by fire and ground floor flooded with water. Total loss estimated at $16,000. George E. Lane, owner of the block suffered loss of about $7,000 on building and general merchandise stock. B. S. Green & Bros., clothing, etc., sustained $8,000 loss.

Providence, R. I.—More than a score of offices were burned out and many others damaged by a fire which destroyed the two upper floors of the building of Caesar Misch, Inc., clothing, cloaks, etc., 400 Westminster street. The loss is conservatively estimated at $25,000. The three lower floors, containing the stock of Caesar Misch, Inc., were considerably damaged by water.

Chicago, Ill.—Fire, which is said to have started by crossed electric wires in one of the display windows of the Hub last week Wednesday, caused damage to store and stock, officially said to be about $5,000. One window of clothing was destroyed and a large part of the shirt and collar stock was damaged by smoke. The store was opened for business as usual the following day.

Dunkirk, N. Y.—Stores Here to Close Wednesday Afternoons During July and August.—Nearly all of the dry goods, men's clothing, millinery and shoe stores in this city will close at 12 o'clock on Wednesday during July and August, to give the proprietors and clerks a half holiday.

Providence, R. I.—Has Anybody Seen "John C. Smith?"—The Manufacturers' Outlet Company, this city, is calling attention to a swindler, who is apparently working to good advantage a check game on department stores throughout the country. The experience the Manufacturers' Outlet Company had with the schemer cost them $12.40. A party representing himself to be John C. Smith made a purchase in the store of the company amounting to $12.60 and ordered the goods sent to 148 Bellevue avenue. In payment, he presented a check for $25, payable to the order of John C. Smith and signed by a third party. When the goods were sent out to be delivered, the Bellevue avenue address proved to be a vacant lot. It is said that the alleged swindler has succeeded in passing a number of checks in other stores in the city. He is described as being 33 years old, 5 feet 10 inches in height, weighing 185 pounds, has a smooth face, light complexion and a scar on his upper lip. He wore a dark blue serge suit and a straw sailor hat.

STORE IMPROVEMENT AND ENLARGEMENT

Beverly, Mass.—H. W. Billings Company has installed the Simplex clothes racks.

Lancaster, N. H.—Lane Clothing Company.—They will move into their new store in the National Bank block soon.

Canton, O.—Hirschheimer Bros. to Remodel.—Hirschheimer Bros., clothing, will remodel their store at 106-108 North Market street.

Evansville, Ind.—H. Blieden Remodels Store.—Harry Blieden, clothing, etc., is remodeling his store. A new front will be put in and a balcony office built in the rear.

Charlotte, Mich.—Vomberg's Store Being Remodeled.—The store occupied by M. Vomberg, clothing, etc., is being made twenty feet longer. Some of the additional room will be fitted up with cabinets.

Minneapolis, Minn.—Model Clothing House to Have Branch Store.—The Model Clothing House, Nicollet avenue and Third street, will open a branch at Nicollet avenue and Sixth street under the same name, about October 1.

Pensacola, Fla.—New John White Store Opened.—The John White Store, clothing and men's furnishings, has formally opened its new store, which is handsomely finished in mahogany and marble, with plate glass showcases.

New York, N. Y.—Bloomingdale's to Spend $100,000 in Alterations.—In the next two months some $100,000 will be spent by Bloomingdale Bros. in alterations to their store at Fifty-ninth street and Third avenue, designed to increase space.

Bowling Green, Ky.—Sam Pushin Contemplates Organizing Department Store Company.—Sam Pushin, who has been in the clothing business here for about 12 years, has decided to enlarge his business, and with that end in view he has been planning to organize a large company and run a department store here.

Elkhart, Ind.—Ziesel Bros. Lease Another Floor.—Ziesel Bros., department store, have leased the third floor of the building. This will add 9,000 square feet, making a total of 30,000 square feet of selling space and 6,000 square feet for surplus stock. It is expected alterations will be completed by September 15, the sixth anniversary of the firm's business career here.

Hartford, Conn.—Morrill & Hyde to Occupy New Quarters.—Morrill & Hyde, clothing, now in the Connecticut General Life building, Pearl street, will remodel and occupy the Daniel store on Trumbull street, using the entire ground floor, the basement and a part of the second floor. These are larger quarters than the firm has hitherto occupied. The company will put in a new line of men's and children's clothing and add automobile clothing, materially enlarging their stock.

Salem, Mass.—W. E. Hoyt Company Have moved from 217 to 204 Essex street. This new store, which is one of the finest men's shops in Essex county, is equipped with solid mahogany clothes racks and hat racks, the clothing racks being made by the Welch Mfg. Company. The showcases, all of heavy plate glass, were made by Wilmarth Show Case Company. The exterior of this store has two display windows lit up by tungsten lamps and a huge electric sign hangs in the doorway.

New York, N. Y.—Macy's to Add Another Floor.—A new story is to be added to Macy's department store at Broadway and Thirty-fourth street. It is said more than $100,000 will be spent in the alteration, and when the work is completed early in the fall Macy's will be a ten-story building, equal in height to the new Gimbel store on the Broadway block between Thirty-second and Thirty-third streets. Plans for the extra floor were made, it is stated, before the Gimbel store was projected. The new floor will be used for the mail order department, which now occupies the ninth, or present top floor.

Washington, D. C.—Henry S. Adler & Sons, who recently opened a men's furnishings store at 1000 Seventh street, N. W., and who also have a store at 503 Four and One-half street, S. W., report having done a very nice business since opening. July is expected to be better than June, owing to the hot weather. They had sold down to 10 per cent of their straw hats by July 4. The new store, 1000 Seventh street, N. W., which is on a prominent corner, is considered one of the finest stores in that section and has 47 feet of window display space, more window space than any other exclusive men's furnisher on the street. S. Emanuel Adler is in charge. His brother, Herbert C., is in charge of the store at 503 Four and One-half street, S. W.

YOUNG BERLIN.

Student—"Always so much of this confounded Greek to learn! If they only taught us poker in the schools it would be much more useful to us afterwards."—Lustige Blatter.

Jacksonville, Fla.—Standard Clothing Company to Completely Remodel the Interior of its Store.—The Standard Clothing Company will make extensive improvements in its store in the Baldwin block. R. P. Colyer and H. L. Covington, the proprietors, announce that the store when remodeled will be among the handsomest in the South. The present fixtures will be removed and new fixtures of mission oak will be installed. Twenty clothing and six hat cabinets will be placed on the east side of the store.

London, England.—William Whiteley's, Limited, to Have Immense New Building.—William Whiteley's, Ltd., the famous shopping palace, is to have a new building on the site of the old Paddington Baths, in Queen's Road, not far from the present store. J. Lawrie, the managing director of the firm, who recently returned from America, where he made an extensive tour of all the large mercantile houses, is quoted as saying:

"In Chicago I visited the premises of Marshall Field & Co., which forms the largest store in the States. The shop front measures 430 feet by 340 feet. I took these measurements myself. The new Whiteley's will be 600 feet by 340 feet. More than £250,000 will be expended, and the total area will cover four acres. * * * Italian gardens are to be laid out on a portion of the roof—one acre in extent. Here flowers of every description will be grown, shade trees will shelter customers from the sun, and tea will be served in the summer on a grass lawn nearly 100 feet above the street below." Mr. Lawrie added that during his tour he was struck with the splendor of the interiors of the American shops.

Cincinnati, O.—George W. McAlpin Company Will Take in Adjoining Building.—The George W. McAlpin Company, clothing, dry goods, etc., West Fourth street, has leased for 10 years the six-story building adjoining its store on the west and will connect it with the present store, securing a total floor space of 175,000 square feet. The alterations are to be completed by September 1, when several departments will be enlarged and some new ones added. The exact amount of the rental has not been made public, but it is said to be over $20,000 a year.

Knoxville, Tenn.—Miller Store Company Plans an Addition to Cost About $200,000—Will Increase Its Floor Space to About 166,000 Square Feet.—Plans for a 10-story addition to the building of the Miller Store Company have been completed, and work upon the new structure, which, exclusive of furnishings and fixtures, will cost more than $200,000, will be commenced soon after the first of the year. This building will be erected at 431-433 South Gay street. It will have a frontage of fifty feet on Gay street, extending back to a distance of 120 feet. In addition to the ten stories above the ground, it will have a commodious basement. Five or six months will be required in building the structure, but it is thought that it will be completed and ready for occupancy before the first of July, 1911. At the present time a total of 100,000 square feet of floor space is used by the various departments, and the new building will add 66,000 square feet, giving an aggregate of 166,000. When the building is completed the basement and the three lower floors will be devoted wholly to retail business, while the seven remaining floors will be used for wholesale purposes. The officers of the company are: James H. Anderson, president; Hanson L. Dulin, vice-president; Oscar Handley, secretary, and J. D. Varnell, treasurer. The company recently celebrated the tenth anniversary of its opening in this city in 1900. The allied interests of the Miller Store Company own six other stores located throughout Kentucky and Tennessee.

1. YES. — NO.
2. A LITTLE - NOT MUCH - OUCH!
3. WHAT'S THAT THING FOR?
4. WILL IT HURT?
5. YOU'RE PINCHING MY LIP.
6. HOW MANY MORE VISITS?
7. D—N! THAT WAS THE NERVE.
8. CAN'T DO EATING.
9. VERY DELIGHTFUL WEATHER.
10. TO P... ...
WHAT ... SCORE?
...RE CRUISERS.
...EARLY DONE?

Suggested Conversation Chart for the Gagged Client of the Dentist.

NEW STORES AND DEPARTMENTS

Hopkinsville, Ky.—R. S. Green will open clothing store.

Jonesboro, Ill.—Charles Grieb opened men's furnishings store.

Rifton, N. Y.—Joseph Cohen, Rondout, opened clothing store here.

Oxbow, N. Y.—L. H. Cleveland opened dry goods and clothing store.

Stuyvesant Falls, N. Y.—Philip Golderman is to open a store here.

Houston, Minn.—A. C. Klein will open men's clothing and furnishing store.

S. Range, Mich.—Mike Halonen and John Ollila will open clothing store.

Monroe City, Ind.—Joe Goldberg will open men's furnishing store Aug. 9.

Jacksonville, Ill.—Leikman Bros. opened clothing and furnishings store.

Lake Bark, Minn.—Arens & Beck will open men's clothing and furnishing store.

San Bernardino, Cal.—Hearsh Bros. opened second clothing store at 511 Third street.

Hornell, N. Y.—A. J. Aaronson will open clothing and shoe store on Main street about Sept. 1.

Blunt, S. D.—Opportunity for New Stores.—Agar is a new town on the Northwestern line, between Onida and Gettysburg.

St. Marys, Pa.—Louis Gross, Johnsonburg, will open men's and women's furnishings store here on Erie avenue about the first of next month.

Window Trimmers to Meet at Cincinnati.—The thirteenth annual convention of the National Association of Window Trimmers opens at Cincinnati August 2.

Ashland, Ky.—Haas Clothing Company, Inc., manufacturers and retailers of clothing, etc., of Portsmouth, O., have opened a branch retail store in the McClung building.

South Bend, Ind.—When Clothing Store is name of a new firm which has opened here, carrying clothing and men's furnishings. A. E. Jones of Minneapolis will be in charge.

Chicago, Ill.—Hill's Clothes Shop is the name of a new men's wear store opened at 165 Dearborn street. This concern also operate a clothing store under the same name at 114 Clark street.

Houston, Tex.—Leopold & Price to Add Boys' Ready-to-Wear Department.—Leopold & Price, men's clothing, etc., will, about August 15, open their boys' department on the second floor. William Leopold, the senior member of the firm, is now in the Eastern markets on a buying trip.

THEN HE GOT BUSY.

Rose—"What would you do if we should capsize the boat?"

Hugh—"Oh, I'd hang onto the boat with one arm and put the other around you."

Rose—"Well, has the boat got to capsize for you to do that?"

Harrisburg, Pa.—Livingston's Adds Furnishings Department—Livingston's, ready-to-wear clothing for men, women and children, has added a department of underwear, hosiery and notions.

Daviston, S. D.—Opportunity for New Stores.—This is a new town on the terminus of the Thunder Butts extension of the Milwaukee line. Other new towns on this line are Whitney, Haskel and Coal Springs.

Milwaukee, Wis.—L. F. Shane & Son, retail men's furnishers and hatters, 358 State street, Chicago, have opened an exclusive hat store in Milwaukee, at Third and Grand avenue, under the style of "Shane the Hatter."

Charlotte, N. C.—W. W. Graham & Co. will open men's furnishings store in the building partially occupied by Williams & Co., tailors. W. W. Graham formerly was a traveling man for H. B. Claflin Company of New York.

Little Falls, N. Y.—City Clerk to Go in Clothing Business.—Dennis B. Reardon, for three years city clerk, will resign on August 1 to engage in the retail clothing business in the store formerly occupied by the N. G. Lower Clothing Company. Matthew Leahy, employed as a salesman by Frank W. O'Hara, clothing, has been appointed by Mayor Dasey as Reardon's successor.

Sioux City, Ia.—The new clothing firm of Howard, Brennan & Kevill will be ready to start business about August 1. The store at 407 Fourth street has been leased and will be completely remodeled. A new and unique front is being built and the interior will be fitted up handsomely to meet the requirements of an exclusive men's clothing and furnishings business. Standard makes of high-grade clothing and furnishings will be carried. The men interested in the new venture have all been identified with this line of business for years and are well known in Sioux City. The three partners will each have an active part in the conduct of the business.

Canisteo, N. Y.—A. J. Aronson to Open Men's Wear Store Here About August 1.—A. J. Aronson, son of Myer Aronson of Elmira, will open a men's wear store here on September 1. He formerly conducted clothing stores at Addison and Hornell and was the manager of the Servin clothing stores here.

Lewiston, Me.—I. B. Isaacson Returns to Local Business Field.—I. B. Isaacson, formerly of Lewiston, but now of the Imperial Clothing Specialty Company of New York, has bought the clothing stock of W. M. Temple on Lisbon street, leased the building for 10 years, and after closing out the present stock will remodel the building and occupy two floors with an up-to-date clothing store. W. H. C. Allen of this place will be associated with him. They expect to have the new store in readiness early in September.

Des Moines, Ia.—In a special eight-page section of the Register and Leader of Des Moines the Frankel Clothing Company of that city recently ran what is claimed to be the largest retail advertisement ever used in one issue of a publication in the state of Iowa. With the exception of a few columns of reading matter the advertisements covered eight full pages. They were written by H. M. Hagan, advertising manager, in commemoration of the thirteenth anniversary of this concern, and they advertised apparel manufactured by sixteen different firms whose lines are handled by the Frankel Company. These manufacturers paid two-thirds and the Frankel Company one-third of the cost of the publicity.

Chicago, Ill.—The Chicago Association of Commerce has started a campaign which it is expected will bring many thousands of buyers into this market during the next three months. The association has been instrumental in securing reduced fares over all railroads in the Central Passenger Association territory and in certain portions of the West and Southwest, and is sending out circulars to merchants in this territory exploiting the advantages of Chicago as a market center. One hundred thousand invitations to the merchants of the country to visit Chicago during Chicago market week are being sent out. The invitations are highly artistic and explain the object of this Chicago market when only goods made in Chicago will be displayed in the windows of the retail district.

A QUESTION ON THE SANDS.

"The second time I saw him I was engaged to him."

"What caused the delay?"—Trenton Evening Times.

HAT CHATTER

EXPRESSION IN THE PANAMA BRIM.

—New York Sun.

A Straw Cap.—Among the late novelties in caps is one made of plaited manila straw by Messrs. Dunns of Manchester, England.

Syracuse, N. Y.—Udelmer C. Adams Co., Inc., hats and caps. Capital, $25,000. Incorporators: Udelmer C. Adams, Peter E. Garlick, William H. Halliday, Syracuse.

Norwalk, Conn.—Frankfeldt & Sons to Locate Branch Here.—L. Frankfeldt & Sons of New York, manufacturers of men's and boys' caps, will locate a branch plant on Camp street, this city.

Danbury, Conn.—Lee-McLachlan Company Installed in New Factory.—The Lee-McLachlan Company, hats, is now installed in its new factory with all machinery run by electricity from its own power house.

Athol, Mass.—Fire Loss of O. J. Powers & Sons Settled for $24,500.—The loss on the factory of O. J. Powers & Sons, manufacturers of straw hats, on Cottage street, which was destroyed by fire on June 26, as reported, has been adjusted. The loss to the stock has been settled at $21,500, and $3,000 on the building.

Chicago, Ill.—Jack Newmark Will Open Hat Store.—Jack Newmark, formerly manager of Truly Warner's store (The Brooks Company) in the Great Northern Hotel building, will open an exclusive hat store on his own account at the southeast corner of Dearborn and Monroe streets as soon as alterations in the building are completed. Alex Meyer, who has been with the Brooks Company since they started in Chicago eight years ago, succeeds Mr. Newmark.

Pittsburg, Pa.—Fred Clarke Designs New Baseball Cap for Use in the Sun.—Fred Clarke, manager, captain and left fielder of the Pittsburg National League baseball team, has designed a cap for use on the so-called "sun field." The cap has a long aluminum peak, to which a pair of smoked glasses are fastened with a hinge. There is also a strong spring arrangement, and when not in use the glasses lie up against the peak of the cap in a horizontal position. All that is necessary to make them fall over the eyes is a touch of the finger, and this is far easier than pushing an ordinary pair of glasses from the point of the nose upward.

Hartford, Conn.—Fails to Collect Any of the Fine Against Hatters.—United States Marshal Bishop has returned here, after several days spent in Danbury, and reports that he could not collect any part of the $222,000 judgment which D. E. Loewe & Co. of Danbury got in the seven years' old case which was settled this spring in the United States Court. Acting on the advice, it is stated, of Samuel Gompers and other officials of the American Federation of Labor, the members of the union say they will never pay a cent of damages. Walter Merritt of New York is getting ready for the appeal of the case, which will be heard in the United States Circuit Court in New York in September, and says that he will take steps immediately to secure his clients against the banks, which refuse to give up the savings of the defendant hatters.

A Hat of Many Colors.—A man appeared on LaSalle street, Chicago, the other day wearing a hat that rivaled the famous Joseph's coat of many colors. It was of the fedora shape and its material looked like a heavy linen twine, though it might have been a straw of some kind woven much like sennit braid. The outer edge of the brim was a bright green, which, about half an inch from the edge, merged into a canary yellow. This melted into crimson, which was followed by blue at the base of the crown. The crown was a medley of hues, which could only be likened to the rainbow and then some.

Folding Felt Hat.—A London fashion writer says: "Nowadays we desire the lightest of clothing, and particularly the lightest of headgear. All that we want of a hat is that it shall be light, and that it shall give shade and protection. And never before have these qualities been so admirably secured as in the hat that Horne Bros. call their Aero folding felt. Light (it only weighs 1¼ ounces), comfortable (it is readily adaptable to any shape) and giving adequate protection from the sun, it is in every way as admirable as it is cheap, and is a sure mark of the progress we have made in the direction of hygienic dress."

New York, N. Y.—Truly Warner Relocates Nassau Street Store Quickly—Intends Returning to Old Location.—Truly Warner has temporarily relocated his Nassau store—which was burned out last week, with a total loss of stock, estimated to be in the neighborhood of $5,000—in two stores of the new Liberty Tower building, directly opposite his old location. He announces that he intends returning to his former shop just as soon as it can be rid of the effects of the fire. Mr. Warner said that he had not yet completed an inventory, but believed the $5,000 figure of loss to be about correct, which is entirely covered by insurance.

AS OUR DUMB FRIENDS SEE US.

Bull Terrier—That pup is very foolish. He should use more care in selecting his associates.—Chicago Journal.

New York, N. Y.—Weber & Heilbroner to Carry Hats in Some of Their Stores.—Weber & Heilbroner will carry a line of hats in some of their stores, carrying out the same ideas as in the New street store, where hats were installed at the opening in March. With the opening of the fall season, these stores will be fully stocked. Crofut & Knapp hats will be carried.

Wichita, Kan.—New Southwestern Hat Company to Build Large Factory and Send Out Salesmen to Kansas, Oklahoma and Texas.—The Southwestern Hat Company, which was recently incorporated, with a capital of $100,000, will erect a large factory and office building. The incorporators are D. E. Lamb, David Schmidt, C. H. Anderson and F. E. and J. O. Munsell. They will put a force of salesmen in the field and will do a general jobbing business in southern Kansas, Oklahoma and Texas.

Bay City, Mich.—Movement for Merchants' Organization.—Clothing and dry goods merchants of this city are interested in a movement toward a live merchants' organization.

Knoxville, Tenn.—Lower Fares Secured for Exposition.—For the Appalachian Exposition, to be held here September 12 to October 12, the railroads of the Southeastern territory have granted extremely low rates. It is expected, according to a local report, that the lower rates will cause at least 350,000 persons to visit the exposition.

"A Word to Women About Men's Clothes."—Under this head, Brill Bros., New York, say: "We extend a cordial invitation to women to visit our stores during the day, make selections of suits for their husbands, fathers or brothers, who may be closely confined to work during the week, and we will send them home, subject to approval."

Rise in Price of Tires Hinders Use of Automobiles for Business Purposes.—"The recent rise in the price of automobile tires," said a well-known authority in Baltimore, "tends to have a deteriorating effect upon the use of automobiles for business purposes." Jacob Epstein, of the Baltimore Bargain House, declared that the increase was outrageous. He said the life of tires ranged from four months up to a year and a half, that each wheel is fitted with a set of tires and that while he is now paying $180 a pair, the present advance will bring them up to about $200 a pair, or $800 for a set.

Advertise yourself in the Classified Department and build up a name for what you excel in. Everyone is looking for the best man.

BUSINESS TROUBLES

Mobile, Ala.—C. S. Shawhan, hats and men's furnishings.—Shawhan has filed a voluntary petition in bankruptcy, giving liabilities of $13,000 and assets of $17,000.

Columbus, Ga.—Columbus Show Case Company.—An involuntary petition in bankruptcy has been filed against the Columbus Show Case Company, which has been financially embarrassed for some months.

Ashland, Ky.—Isadore Edelson, clothing and men's furnishings, here and at Ironton.—A voluntary petition in bankruptcy has been filed by Isadore Edelson, trading as the Success, and as the Liberty at Ironton.

Waycross, Ga.—Globe Dry Goods Company.—The Globe Dry Goods Company has made an assignment for the benefit of its creditors to W. W. Lambdin, J. L. Crawley and H. D. Reed, trustees. The liabilities are estimated at $20,000, with nominal assets of about the same amount.

Wallkill, N. Y.—Israel Charles Hedden, fur hats.—Israel Charles Hedden, manufacturer of soft fur hats here, has filed a petition in bankruptcy in New York. He has liabilities of $47,196, of which $30,978 are partly secured, and $1,215 for labor. His nominal assets are $17,481. Hedden formerly had a factory in Newark.

ALSO A 'FRAID CAT.

The Chicken—"Don't be afraid, Mr. Beetle, I'm a vegetarian."—Le Sourire.

Key West, Fla.—V. A. Johnson, men's furnishings and shoes, has filed a voluntary petition in bankruptcy, giving liabilities of $12,568, of which $1,225 is accommodation paper, $1,756 secured claims, $46 taxes and $9,652 unsecured debts. His assets are listed at $10,712, including stock of goods, $6,500; accounts, $2,500, and fixtures, $600.

New York, N. Y.—Cohen & Schlang, Wholesale Clothing, 7 West Fourth Street.—A petition in bankruptcy has been filed against Cohen & Schlang, wholesale clothing dealers at 7 West Fourth street. Attorney Sol. Levi, representing the petitioning creditors, placed the assets between $15,000 and $19,000 and liabilities between $35,000 and $40,000.

Ithaca, N. Y.—John A. Duff, men's furnishings.—John A. Duff has filed a voluntary petition in bankruptcy, scheduling his liabilities at $16,104, of which $15,758 is due unsecured merchandise, and borrowed money creditors and nominal assets of $9,622. Duff was formerly a member of the firm of Vorhees & Duff, 203 East State street. The firm dissolved partnership in September, 1909.

Noblesville, Ind.—H. L. Ingerman Company, department store. —A receiver has been appointed for the H. L. Ingerman Company on the petition of Hollweg & Reese and the Kipp Bros. Company, who alleges that the stock and other assets belong to the company and not to Harry L. Ingerman individually. Ingerman recently filed a petition in bankruptcy, giving assets of $4,500, including the stock, and liabilities of $9,135. Ingerman alleges that the corporation was never legally organized and that the business was never transferred by him to it.

Lynchburg, Va.—Shapiro Bros., clothing, hats and men's furnishings, 1028 Main street here, and at Elkins, W. Va.—Samuel Shapiro has filed a voluntary petition in bankruptcy in behalf of Shapiro Bros., giving liabilities of $14,088 and assets of $9,120. A composition offer of settlement at 25 per cent will be made at the first meeting of creditors, it is stated. The firm is composed of Samuel and Jacob Shapiro, and has been in business at Elkins since the early part of 1907. Their Lynchburg store was opened last February.

FLUCTUATING DEAFNESS.

Mrs. Popleigh—"John is the soundest sleeper I ever saw. Here this child has been crying at the top of its lungs for the last hour, and he has never moved."

Mr. Popleigh (some time later)—"Confound it, Mary, you left this watch out on the dressing case, and its ticking woke me up. I wish you would be more careful. You know how easily I am awakened!"—Lowell Sun.

Louisville, N. Y.—Hesler & Elliot, retail clothing.—James D. Hesler, individually and as a member of the firm of Hesler & Elliot, has filed a voluntary petition in bankruptcy, scheduling liabilities at $2,289 and assets at $9,466. The assets include stock valued at $6,000, but it is subject to a heavy shrinkage because it is an old one. There is a claim of $2,466 against Hesler for alleged withdrawal from the business of the firm. Charles Elliot, of the firm, refused to join his partner in the petition.

Wilmington, N. C.—Ed N. Penny, Inc., clothing and men's furnishings, 28 and 30 South Front street.—E. N. Penny, Inc., has made a general assignment for the benefit of creditors to William F. Penny, as trustee. The trustee is authority for the statement that the liabilities of Edward N. Penny, Inc., are $9,000, with tangible assets of $4,000 in merchandise. In addition to this, there are some $2,500 of book accounts, taken over from W. J. Penny & Co., which are said to be worthless. The failure is attributed to the corporation's carrying too heavy a burden of debt, having assumed $15,000 of liabilities when it succeeded W. J. Penny & Co. in June, 1909. This indebtedness has been considerably reduced, but at the expense of causing the failure of the corporation.

Kansas City, Mo.—Jones Dry Goods Company.—By an order of Judge Van Valkenburg, in the Federal Court, Charles Campbell and Henry L. Root, receivers for the Jones Dry Goods Company, have been authorized to assign the lease on the property at the northwest corner of Thirteenth and Walnut streets. The Jones Dry Goods Company was preparing to build on this site at the time the business went into the hands of receivers.

New York, N. Y.—Weinstein & Maher Clothing Company.—Judge Learned Hand, in the United States District Court, has confirmed the sale of the assets of the Weinstein & Maher Clothing Company to Emanuel Krulewitch, who has undertaken to pay all creditors 35 per cent cash, pay the expenses of administration and all priority claims, and will issue an order to this effect as soon as Krulewitch has filed a bond to cover these payments.

Mr. Saphead—"When did my little duckie darling first discover that she loved me?"

Duckie (sweetly)—"When I found myself getting mad hearing so many people calling you a fool."—Philadelphia Bulletin.

Richmond, Va.—Samuel E. Duggins, Inc., clothing and men's furnishings, 121 West Broad street.—A deed of assignment has been made by Samuel E. Duggins, Inc., in favor of C. Grey Bossieux and John A. Lamb, trustees. The liabilities are about $13,000, with nominal assets of $10,000.

Upper Sandusky, O.—Herman A. Goodman, dry goods.—Goodman has filed a petition in bankruptcy, scheduling liabilities as $79,188 and assets as $26,939. The stock is valued by the alleged bankrupt at $25,000 and he owns an equity in a flat of $1,000. His schedule shows only $1.30 cash on deposit.

New York, N. Y.—Jos. Schultz, clothing, 111 Bleecker street.—Joseph Schultz, trading as the Unexcelled Clothing Company, who filed a voluntary petition in bankruptcy recently, testified at the first meeting of creditors that he had been in business for about three years. He was formerly of Ginsburg & Rosenthal, he said. Last December he claimed a capital of $22,500. The witness stated that when he came back from the road last May he found that his bookkeeper had disappeared, leaving the business in a very uncertain condition. Schultz said that from December, 1909, until May of this year his capital was wiped out and, in addition, he owed about $10,000 to merchandise creditors. He said that he had assigned about $2,500 worth of accounts to pay two notes which were held by his father-

in-law, Bernard Levy. The notes were not due at the time he took them up, he said. A few days after paying the notes he filed a voluntary petition in bankruptcy.

New York, N. Y.—Wertheimer & Co., Gloves, 80 Fifth Avenue.—On the motion of attorneys for Henry Melville, receiver of the estate of Wertheimer & Co., Judge Hand has signed an order in the United States District Court instructing Mr. Melville to sell the assets of the firm. The receiver was authorized to sell the assets at private sale for not less than the appraised value, or in his discretion at public sale under the rules and regulations of the court.

New York, N. Y.—Meyer Lefkowitz, Wholesale Clothing, 105 Bleecker Street.—Judge Hand has appointed Nicholas Kelley receiver in bankruptcy for Meyer Lefkowitz, clothing manufacturer of 105 Bleecker street, under bond of $1,000. At the office of Samuel J. Rawak, representing the petitioning creditors of Lefkowitz, it was stated that the liabilities aggregate about $25,000, all to merchandise creditors, and that the visible assets amount to about $1,000, stock on hand.

New York, N. Y.—Workman Bros. & Meyer, Clothing.—A petition in bankruptcy has been filed against Barnet and Isaac Workman and Abraham J. Meyer, who compose the firm of Workman Bros. & Meyer, clothing manufacturers of 62 East Broadway. The attorney filing the petition estimated the liabilities at $10,000 and the assets at $1,500, consisting of stock, outstanding accounts and machinery in the place of business. The business of Workman Bros. & Meyer was started in May, 1908.

Cleveland, O. — McWatters-Dolan Company, clothing and men's furnishings, 238 and 240 Superior street.—An involuntary petition in bankruptcy has been filed against this corporation. No receiver was appointed by the bankruptcy court, as one had already been named in the United States Circuit Court, in the person of John M. Garfield, who was appointed on a bill of complaint filed by A. H. Willis, the treasurer of the company. Willis, who formerly resided at 93 Sumner street, Boston, has been the leading spirit in the company since November, 1905, when its merchandise indebtedness was compromised at 60 cents on the dollar, the funds for that purpose having been advanced by him. The company was originally incorporated in 1899, under Ohio laws, with an authorized capital of $75,000, of which $28,000 was paid up. The concern has been losing ground rapidly of recent years. The statement of April, 1909, showed that the capital had been almost wiped out, the excess of nominal assets over liabilities having been only $8,366. At that time the gross assets were $71,798 with liabilities of $63,432. The present liabilities are said locally to approximate $100,000, with assets in excess of that amount.

IN THE COURTS

Hammond, Ind.—Moritz Ruhstadt, department store.—Ruhstadt has assigned to the Lake County Trust and Savings Bank as receiver. He has liabilities of $20,000 and assets of $15,000.

Brattleboro, Vt.—The Suit of Hooker, Corser, Mitchell Company Against Former Members of the Firm.—In the chancery case of Hooker, Corser, Mitchell Company against James Hooker, William Corser and Charles D. Whittaker, all of Schenectady, N. Y., which grew out of the difficulties in the local firm over a year ago, whereby these members of the firm sold their stock and started a similar business in Schenectady, N. Y., the orators allege in their bill, being heard before Special Master Webber, that the defendants in forming the new company profited by certain business secrets, hired employes away from the local company and in various other ways have unjustly profited from their former connection with the local company. The orators brought writ of sequestration of $15,000 last October against the defendants, before they moved to Schenectady.

Atlanta, Ga.—Decision in Favor of Creditors in Case of John T. Moody.—The Supreme Court of Georgia has just handed down a decision, affirming that of the lower court, in favor of creditors of John T. Moody, of Moody & Brewster, in the action brought by creditors to revive judgments obtained in the receivership proceedings against Moody & Brewster in 1908. The judgments were obtained by the Cleveland Woolen Mills and others during the receivership proceedings against the firm.

New York, N. Y.—Browning, King & Co. Awarded New Trial in Personal Injury Suit.—A decision has just been handed down by the Appellate Division of the Supreme Court awarding a new trial to Browning, King & Co., clothiers and furnishers, in an action against them by Samuel Kalisher, an electrician, to recover damages for personal injuries. Kalisher was awarded a judgment of $2,146 against the defendants and a new trial denied by Justice Guy of the Supreme Court. While making repairs for the defendants the plaintiff claimed that he walked into a vat of boiling water and badly injured one of his legs.

New York, N. Y.—Frank C. Gevin Held in $500 Bail for Special Sessions on Charge of Inserting Misleading Advertisement in Newspaper.—Frank C. Gevin, who does business under the style of the Plymouth Raincoat Company at 872 Broadway, has been held in $500 bail for trial in Special Sessions by Magistrate Herbert in the Westchester Police Court on a charge of inserting a misleading advertisement in a newspaper. Gevin was arrested several weeks ago by Detectives Leigh and Schulm, who made an affidavit that he had inserted an advertisement in the New York Herald that he would sell 9,000 French and English raincoats which he had purchased at a customs seizure sale. Deputy Collector of the Port Story swore that there had been no sales of seized raincoats in this port within the past five years, and the detectives testified that Gevin had represented himself as the man who was conducting the sale, under the name of "Trustee J. H. Murray."

New York, N. Y.—Adolph Arons Served With Summons and Complaint in $25,000 Suit for Malicious Prosecution.—A summons and complaint have been served on Adolph Arons, of Adolph Arons & Co., clothing manufacturers, 715 Broadway, in an action against the defendant by Joseph Hurwitz, a Brooklyn clothing manufacturer, to recover $25,000 damages for alleged false arrest and alleged malicious prosecution. Through his attorney, Henry D. Levy, of 691 Broadway, Brooklyn, the plaintiff alleges that Arons maliciously caused his arrest about eight months ago on a charge of grand larceny and receiving stolen property. With Hurwitz was arrested Simon Eisenberg, a trimmings dealer, and subsequently the two were indicted for grand larceny in the second degree and receiving stolen propery. About a month ago, however, the indictments were dismissed by Judge Fawcett, of Kings county.

New York, N. Y.—Appellate Division Reverses Decision of Lower Court in Dissolution Suit of Joseph and Leo Skolny Against Max Richter, Ordering New Trial.—Max Richter in turn scored a victory July 8, when the Appellate Division of the Supreme Court reversed a decision of Justice O'Gorman of the Supreme Court and ordered a new trial in the previously reported action brought by Joseph and Leo Skolny, of the clothing manufacturing firm of Joseph Skolny & Co., to oust Max Richter, a special partner, for $80,000, from the firm on the ground that he had invested capital in a competing concern. Justice O'Gorman, it will be recalled, granted the Skolnys a dissolution, holding that investing by Mr. Richter of $25,000 in the competing firm of L. E. Remington & Co., composed of former employes of Jos. Skolny & Co., constituted a breach of his partnership relations with the Skolnys and that they were entitled to pay out his capital. In accordance with this decision, the Skolnys have deposited with Mr. Richter's brothers, of H. Richter's Sons, neckwear manufacturers, the amount of Max Richter's investment. The defendant appealed from the decision of the lower court, holding that he had invested his money in the competing firm with the full consent of the present plaintiffs.

LOOKED NATURAL.

The Father of the Family (having met an apparently unattached child)—'Er course, M'ris, I don't want to take it so long as yer sure it ain't ours, but I kind er thought we 'ad a yaller-'aired one somewhere about that age.—From Sketch.

CAUGHT IN THE CURRENT

PROVIDING AGAINST ALL CONTINGENCIES.

"If you'll look after my bicycle for a few minutes, I'll give you twenty pfennigs when I come back."

"Hadn't you better give it me now? We might not see each other again."—Simplicissimus.

New York.—Sweater Manufacturers Move to Larger Quarters.—Max Meyer & Sons, manufacturers of sweater coats, have moved to larger quarters at 569-571 Broadway, corner Prince street.

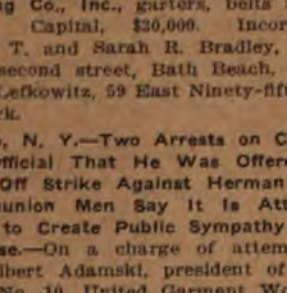
New York City.—The Peerless Garter Manufacturing Co., Inc., garters, belts and suspenders. Capital, $20,000. Incorporators: Solomon T. and Sarah R. Bradley, 137 Bay Twenty-second street, Bath Beach, and Hyman B. Lefkowitz, 59 East Ninety-fifth street, New York.

Buffalo, N. Y.—Two Arrests on Charge of Union Official That He Was Offered Bribe to Call Off Strike Against Herman Wile & Co.—Nonunion Men Say It Is Attempt of Strikers to Create Public Sympathy in Losing Cause.—On a charge of attempting to bribe Albert Adamski, president of District Council No. 10, United Garment Workers of America, Alexander Aronson, credit man for Herman Wile & Co., and Sigmond Bock of the same firm, were recently arrested. They were taken to police headquarters and later bailed out by Louis E. Desbecker, their attorney. Herman Wile & Co. say the charge is without foundation and not worthy of refutation.

Baltimore, M. D.—Hopkins Clothing Co., Baltimore street and Hopkins place.—Sensational allegations have been made in the petition for a receiver for this concern, filed by William A. Knapp. The court has signed an order requiring the creditors to file their claims with the receiver before August 30. The receiver has announced that the liabilities are as follows: For merchandise, $6,000; owing for rent, $3,540; owing for taxes, etc., $1,000, total about $10,540. The stock and fixtures inventoried shortly before the filing of the receivership proceedings, $12,700. The receivership sale, which has been running since July 1, is said to have paid more than expenses thus far. No order has yet been signed for a sale of the stock in bulk.

New York, N. Y.—Epstein & Reingold Dissolve.—The clothing manufacturing firm of Epstein & Reingold, at 37 West Third street, has been dissolved by the retirement of Joseph Epstein. Reingold, with his wife, Blanche, continues the business under the style of B. Reingold & Co.

New York, N. Y.—Smith, Gray & Co.'s Prices Lower Than Any Corresponding Season in 65 Years.—Smith, Gray & Co. say: "Smith-Gray summer suits are lower in price today than at any corresponding season in all the 65 years you have associated the name with New York's finest clothes. The assortment, too, is as great now, on account of tailoring delays, as would ordinarily be found at the season's beginning. Nothing is reduced but the price. The prices quoted range between summer suits regularly up to $25 at $15, and suits regularly up to $40 at $26."



OF TWO EVILS.

The Truant—"Dey sez drownin's a easy death, but I guess I'll go ashore if Ma is waitin' fer me."—Trenton Evening Times.

MEN'S WEAR.

SCENE NEAR SALEM, MASS.

—Trenton Evening Times.

North Tonawanda, N. Y.—Edward I. Farmer to Start in Silk Glove Business in New York.—Edward I. Farmer has resigned as secretary and treasurer of the Niagara Silk Mills of this city, and will enter the silk glove business in New York City on August 1. William Lefl, of New York, will succeed Mr. Farmer as secretary of local company.

New York, N. Y.—Fake Bankruptcy Sales.—For some time past there has been a good deal of criticism relative to the number of stores advertising sales "by order of the United States District Court," and the attention of Federal officials has in some instances been called to the practice. There is one particular case that may be aired in court shortly, unless the matter is adjusted beforehand, concerning the purchase of a bankrupt business by a man who continued to use the signs previously used by the receiver, long after the receiver had been discharged. This was in a Courtland street furnishing goods shop. Some months ago it was petitioned into bankruptcy and later, under order of the court, the business was sold to another party. A few weeks later the ex-receiver passed the store and noticed that the signs he had used in selling goods while he was in official possession were still up, and he called the attention of one of the United States District Court judges to the matter. The judge directed the former receiver to make a motion to punish the owner of the store for contempt of court on the ground that he was deceiving the public through signs that he was not entitled to use. The motion was postponed and since that time the signs have been taken down and there is a possibility that nothing may come of it.

Magistrate (to prisoner)—"If you were there for no dishonest purpose why were you in your stockinged feet?"

Prisoner—"I 'eard there was sickness in the family."—London Punch.

Buffalo, N. Y.—J. C. Perry Says Grays Will Continue to be Most Popular Color Next Fall and Winter.—J. C. Perry of Philadelphia, in this city recently, is quoted as saying that grays would continue to be the most popular shades worn by men next fall and winter. "They have been the most sought in fancies for summer wear," he continued. "Gray is a light, cheerful color that is attractive to the eye and is probably more becoming to more men than any other shade of cloth worn." Mr. Perry said that while the death of King Edward had a marked effect on the color of clothing worn in England and the continent, it was hardly noticeable here.

New York, N. Y.—Harry Cochrane Says Clothes Show Next Month Will Be as Large as Previous Exhibitions.—Harry Cochrane, president of the International Show Company, which will hold the third Wearing Apparel, Style and Fabric Show at Madison Square Garden from Aug. 10 to 17, said that the indications are that the coming exhibition will be as large as the two previous exhibitions. There has been as much space sold at the present time, he said, as there was for the first show at a corresponding period.

Don't forget to read the classified "ads." There may be something there of special interest to you.

"What was the happiest moment of your life?" asked the sweet girl.

"The happiest moment of my life," answered the old bachelor, "was when the jeweler took back an engagement ring and gave me sleeve-links in exchange."—Tit-Bits.

MEN'S WEAR MARKETS

From the raw material to the finished garment.

THE PIECE GOODS MARKET.

THE openings for the spring season, 1911, although slow in coming, have at last arrived, and up to a given price the market may be fairly considered open. To be sure, it is a month later than usual for some lines, and two weeks later for others. Nevertheless, except in exceptional instances, there has been no enthusiasm over the showings so far. Here and there is a seller who imagines he sees a deep-laid plan on the part of buyers to upset the calculations of the cloth manufacturers, which, of course, he believes is doomed to failure. Again, some sellers think they see a plan of coercion being put into effect by sellers, which has for its aim the supporting of prohibitive prices.

The real reason for the delay in opening is a lack of interest on the part of buyers. The folly of too early openings by both cloth and clothing manufacturers has been amply demonstrated. If shown before the buyer is ready the best line fails to interest, and when shown again it looks old.

The uncertainty of the future, particularly in worsted goods, makes the postponement doubly advisable. The amount of idle machinery promises close competition and makes impossible a permanent operating basis until serious buying is a necessity. The movement to defer openings has met with more universal approval than for a long time any similar movement has called forth.

Regarding the openings that have been made (goods being shown as high as $1.50 a yard), experiences differ. In three-quarter goods the development to date is unsatisfactory. Cuts, bound samples and sample pieces do not vouchsafe much upon which to set machinery in motion. The local market (New York City) is buying more freely than are outside markets. Some of the latter have not yet adjusted themselves to the real price situation and will probably wait until they come to New York.

Of the better grade goods shown, a seller of one line, having an average reduction of 2½ cents on woolens, which have a wide reputation, reports larger sales of woolens than last year to the same buyers. Another seller with a line around 80 cents reports excellent business. The balance of the trade does not reflect this enthusiasm. They do believe, though, that a good business will be booked before the season closes.

THE WOOL MARKET.

THE firm opening of the London wool auctions on the 12th inst. has had a favorable influence in this country, where prices had been weak for so long that many were beginning to look upon price weakness as a normal condition that sooner or later would infect the outside markets of the world, where from perfectly natural causes apparent to all, prices have been rising for six months.

So many of the American trade have consigned Australian wool to the London auctions, prepared, if necessary, to sell there at a sacrifice, that at this time more than usual interest is felt in the course of prices at these auctions, and the trade is gratified to find that wool shipped to London is bringing more there than they had expected. It is certainly an anomalous condition for the United States to be a seller rather than a buyer at London.

A decline in crossbreds at Antwerp had prepared the trade for more easing off on these grades in London than actually occurred. Owing to drouth, a decrease estimated at 100,000,000 pounds in last year's South American production undoubtedly has steadied foreign wool markets and indirectly must have a wholesome influence in the same direction here.

It is now apparent that, but for the abnormal American conditions, the July London wool auctions for 1910 would have recorded a still further advance.

Spinners and top makers of Europe are busy, and it is claimed by some that a record has been made in wool consumption during the first half of the present year, when the demand appears to have been based upon a natural call for textiles and not a speculative one.

A cable from Fairchild's, London, states: At the wool sales on Saturday Continental buyers secured many lots of medium merinos at firm prices. Supermerinos were steady on demand for English accounts, but were generally poor conditioned and irregular. Super-crossbreds were firm, coarse being in small supply and dearer. Slips were cheaper.

THE COTTON YARN MARKET.

DELIVERIES on old contracts were good during the latter half of the fortnight, but new contracts, either for prompt or future deliveries, were rather scarce. It is doubtful if the volume of new business put through was more than 30 per cent of normal. Some dealers said they found it impossible to sell weavers anything but small lots for prompt deliveries, but that they found knitters more inclined to buy. Others were well satisfied, considering conditions, with the new business in weaving yarns, as they had placed a few orders for 15,000 pounds and upward for deliveries beginning in September. The demand for fine yarns was better from both knitters and weavers than for coarse numbers. There was a fair number of inquiries for 40-2 to 100-2 combed peeler and Sea Islands, and some business was put through on these numbers. The better demand for the fine yarns led dealers to believe that the demand for fine goods at comparatively remunerative prices is much better than is generally believed.

With very few exceptions manufacturers are bearish, and the oftener they visit New York the more bearish they are. They are positive that yarns will sell at a lower price in the fall, and consequently they are buying from hand to mouth so as to be in position to take advantage of any drop.

THE WORSTED YARN MARKET.

IN most cases spinners of men's wear worsted yarns are quoting slightly higher prices than they were ready to name a month or two ago. These new figures represent very narrow margins of profit, and the spinners probably think it necessary to take such a stand at the opening of the lightweight season. As far as the recent actual trading has been concerned, it has been very light in most cases, and the prices have been irregular. Some buyers show a disposition to speculate now, and their low offers for yarns, for reasonably prompt delivery, are sometimes taken up. The more conservative spinners, however, feel that they do not want to be tied up with such profitless business if there is going to be anything like a normal volume of trade later on.

DAILY ADVERTISING

(Continued from page 65.)

A SECTION OF WANAMAKER'S AD

from the New York Evening Mail June 29 (No. 10), does not strike me as a good plan to emulate. The public has been educated to expect reductions after July 4, and anybody who precedes that date with a cut-price clearance is making trouble for himself and others. Mark you, I mean a clean-up of the store's own stocks, which rightfully comes after the great national holiday, since that has always marked the close of the regular-price season in men's clothing. This observation comes too late to be of warning value now, but it emphasizes my remarks at the opening of this article and I hope it may serve as another stone in the foundation I hope to help build for successful advertising. My efforts are especially directed toward the assistance of the merchants in small towns. Wanamaker is in the midst of five million residents and hundreds of thousands of visitors. Perhaps this sale will not hurt that store, for department stores are a maelstrom of sales anyway. But just so surely as a clothing store in a smaller city goes to running cut-price sales before July 4, just so surely will his regular trade be affected. Men will hesitate to buy in May and June at regular prices, for they have embarrassingly good memories and will play a waiting game. "Last year," they recall, "you cut them before the Fourth. Guess I'll wait." There's always a way to advertise special values. Particularly easy is it to do business at the very height of the season unless your merchandising plan and advertising reputation are way below par.

GOOD AD NO. 11—BUT—

what do Levy Brothers mean by "Our usual 10 per cent discount?" I've read several of their ads and they fail to explain. It's a good idea to tell folks what it is all about. If these suits are $13.50 net, say so. It is a splendid plan from time to time to devote space to ads of apparel for very big men and very small men, likewise to the very tall and thin. So many of these think they cannot be well taken care of in the stocks of the average store.

No. 12, No. 13 and No. 14 are real illustrations

from the ad of the Stewart Dry Goods Co. of Louisville, and so far ahead of most shirt cuts that I have reproduced them here. When you look at these cuts you will see what the shirts are really like, while most illustrations of shirts are blurred or uninforming or else are attached to a man who dominates the picture. In the original, 12, 13, and 14 were each about one column wide by 4½ inches high.

IMPRESSIONS OF SUMMER STYLES

(Continued from page 75.)

to say that there were mighty few who made a stronger impression in the matter of dress than did this man.

Around the seashore resorts green is quite a popular color this season. Colors, though, are being so carelessly worn that it would be hard to say what is most in favor. It is no unusual thing to see a man dressed in what appear to be expensive clothes wearing stockings of a shade directly opposite to that of his shirt or tie, and often all three of these are in shades that have no connection with each other so far as the laws of harmony are concerned. On one hand one would see a man wearing flannel trousers with tan shoes and stockings or with white shoes and black stockings, and on the other a young man in real summer outfit of serge and flannel wearing delicate pink hosiery and pale blue scarf, his whole make-up being spoiled by a complete disregard for the laws of harmony. It seems to be the desire of the younger men particularly to mingle colors and wear at one time as large a variety as they possibly can. This only has a tendency to make them conspicuous, and if that is what they strive for, they succeed, but the inevitable result is not that which comes to the man who dresses with all due regard for the unity of colors.

Silk hosiery, shirts and neckwear are in strong favor with smartly dressed men. Quite a good number of knitted and crocheted scarfs are to be seen; in fact, the quantity being worn during the hot weather is surprising, and it would be safe to say that at least 40 per cent of the men at the seashore during the holidays wore this kind of tie. With a soft light-colored shirt and a flannel suit the knitted scarf looks just a bit heavy and a trifle less pleasing than the moderately narrow silk tie. There are about as many of one color as of another, narrow and wide, tubular and flowing end, with nothing particularly new in any design. The hot weather makes summer collars popular. Many men seem to have taken a liking to the soft-colored collars, but these are considered extremely negligee. Plain colors in men's shirts have taken the place of stripes for the summer season. Hosiery, too, is being worn in nothing but plain colors, but very few stripes or figures being noticeable.

Flannel suits and trousers must have sold fairly well prior to the holidays, and they are considered the really proper things at the seashore, but the way some of them are being worn with single-breasted gray coats detracts from their expression of good taste. Most of the suits are made of plain flannel, but stripes prevail in the separate trousers that are worn with serge coats.

To sum up the situation from the retailers' standpoint, it can easily be seen that thus far this season there has been a demand for a little bit of everything and a run on no one thing in particular. Usually one style of clothing or furnishings stands out more popular than any other, but such is not the case this year, and every retailer, no matter what grade of goods he carries, must have had his share of business either in one department or another. This is truly a season of bright colors, and the conservatism so manifest in other summers is at this time nowhere in evidence.

BUSINESS NOTES

Reported Sam J. Harris to Become Connected With Henry Sonneborn & Co.—It is reported that Sam J. Harris, one of the oldest salesmen in the employ of Hart Bros., Chicago, will become connected with the sales force of Henry Sonneborn & Co. of Cincinnati. He will make his headquarters at the office of the concern in that city. His connection with Hart Bros. will continue, however, until September.

H. M. Heineman, manufacturer of suspenders, neckwear and hosiery, who is at present located at 1655 Bush street, San Francisco, Cal., after August 15 will be located in his new home at 130 Bush street, where he will be better able to take care of his business and serve his customers.

The salesmen of Pomeroy Brothers, Chicago, have been out with their fall lines since July 1, and so far the orders received have been most satisfactory. In addition to their regular men, who have been covering the territory in the middle West, they are represented this season in California by Bruno Loevy, who will make his headquarters in San Francisco.

The buyer who is looking in these sultry days for a snap in shirt lines should get in touch with Hart Brothers of Chicago, who will make it an object to show them "small lines in fine shirts to close cheap."

W. A. Boyden to Represent Yorke Shirt Company and Ernest Simon Manufacturing Company.—W. A. Boyden will represent the Yorke Shirt Company of Glens Falls, N. Y., and the Ernest Simon Manufacturing Company of Port Chester, N. Y., with their respective lines of shirts, nightshirts and pajamas for the spring season of 1911 in the states of Virginia, North and South Carolina, Florida, Alabama, Georgia, Louisiana and Texas.

Retailers who find difficulty in fitting their customers with stiff hats are advised by the J. Krises Company to look into the merits and special conforming qualities of the "Featherlight" derbies manufactured by that firm, 13 Astor place, New York. This manufacturer will cheerfully send, on request, samples of the hat by express, prepaid. Some particulars regarding this interesting headwear will be found in a page advertisement elsewhere in this issue.

Adolph Levy Succeeded by Levy & Markowitz—How Morris Markowitz Cleaned Up an Old Score.—The business of Adolph Levy, a manufacturer of clothing at 718 Broadway, New York, will hereafter be conducted under the style of Levy & Markowitz. The new partner is Morris Markowitz, and while he has been with Mr. Levy, who is his brother-in-law, for many years, his name has not officially appeared in connection with the business.

The change in the firm name brings to light a story of a man who has cleaned up his share of an old indebtedness to the last cent, notwithstanding that the claims were long since outlawed. Morris Markowitz was a member of the clothing manufacturing firm of Markowitz Bros., which commenced business at 50 Bond street in February, 1896. In October, 1898, the firm, which was composed of Morris and his brother Isidore, discontinued business, owing about $10,000.

Morris Markowitz later connected with his brother-in-law, Adolph Levy, at 713 Broadway. This business was later moved to 718 Broadway. Markowitz never forgot the indebtedness of Markowitz Bros., and as he made money he paid off in full his share of the old firm's liabilities, which was accepted in full settlement of claims against the old firm, although he was not legally compelled to do so. The claims had been outlawed by the time that had elapsed. In two or three cases Markowitz paid claims against the firm in full, judgments having been obtained to keep the claims alive.

One of Pomeroy Brothers' most successful young salesmen, Ben Jones of Sparta, Wis., returned from his wedding trip just in time to start out with his fall line in his Wisconsin territory. Pomeroy Brothers have not been able to decide whether his increased business this season is due to their improved line which he is showing or to the fact that he is now a Benedict.

Polan, Katz & Co., umbrella manufacturers of Baltimore, Md., have opened up an office in Chicago, 618 Medinah building, Jackson boulevard and Fifth avenue, which will be their permanent salesroom. They will have three salesmen working out of that office. The same firm also maintains a salesroom in St. Louis, room 619 Jefferson Hotel. Mr. Julius Hirsh, who for over twenty years represented Hirsch & Bro., the well-known umbrella house of Philadelphia, and who retired from business, is now connected with the above firm.

Chas. Tobias, Bro. & Co., "Eagle Brand" headwear makers of Cincinnati, O., have just issued their new fall window cards. They are two handsome oil paintings, from the brush of H. B. Watrous, the famous fashion illustrator, reproduced in three colors, showing the new styles in fall caps for the young fellows. One of the posters, the "Cheer Leader," shows an intense young man giving vent to most lively yells. The poster is very realistic and makes a forceful window card. The other, though more subdued, is an elegant piece of work, depicting a scene at the aviation meet. The firm intends to supply all its regular trade with these cards and will furnish them to others upon request.

Have you read the classified dept.?

The Muldoon Underwear Practical for Men.—Prof. William Muldoon, the athlete and proprietor of a health retreat at White Plains, N. Y., is vice-president of the Muldoon Underwear Company, of which J. J. Cook is president and selling agent at 366 Broadway, New York. The company's lines have many practical features not hitherto introduced in men's undersuits, and these features carry out the thoughts of Professor Muldoon regarding the underwear comforts of men. The shirts are finished with two buttons, plain and without binding trimmings, which are often attractions for the eye only and come off in the laundering. The short neck opening of two buttons affords greater and better protection than a long one with several buttons, it is claimed. The drawers have side vents at the belt, which lace like the back of a sailor's trousers, so that they can be adjusted snugly or loosely, as may be desired by the wearer, and according to any waist measurement. The fine wool grades are made of the finest quality of Australian wool of selected stock. Grades are also shown with an equal percentage of Australian wool and Peruvian cotton. Another feature which adds to the comfort of the wearer is the weight of the garments, which are light while giving the greatest warmth. The heaviest shirt does not weigh over ten pounds to the dozen. The line also includes union suits made of the same cloths as the two-piece suits. These union suits are made with a gusset at the bottom of the point of buttoning, and from there to the top of the seat closing with an overlapping extension, thus doing away with the continuous buttoning garment and its gaping underparts. The line is shown in flat and ribbed goods, and is ready for fall delivery.

THE ACTON.
John B. Stetson Company.

John B. Stetson Company's Fall Styles.—In the accompanying illustrations we show two of the firm's fall styles. The "Exclusive" is represented in dimensions 5¼x1⅞, and can also be made in proportions 5x1¾, 5x1⅞, 5½x2, 5¾x2⅛. The "Acton" is represented in dimensions 4½x2⅝, and can also be made in proportions 4½x2½.

D. E. Humphrey Complimented.—The cover page of the Chicago Credit Men's Association Bulletin No. 30 is ornamented with a portrait of D. E. Humphrey, credit manager for Cluett, Peabody & Co. Mr. Humphrey is chairman of the adjustment bureau committee of this association.

Collar Workers' Vacation Funds to Be Provided by J. K. P. Pine.—The employes of the United Shirt & Collar Company, Troy, N. Y., had a vacation fund of about $5,000 on deposit in D. Powers & Sons' bank, which has been closed for liquidation. The fund could not be secured, so J. K. P. Pine has agreed to loan the employes the amounts due them for their vacations from July 15 to July 30.

Cluett, Peabody & Co. Will Give Prizes to Employes for Good Suggestions for Increasing Business.—Cluett, Peabody & Co., Troy, N. Y., have adopted a scheme for increasing business. Four monthly prizes, amounting to $25, will be given to employes for suggestions, which are adopted by the company, for ways to increase business. Suggestion boxes have been provided and the plan is meeting with success.

Window Umbrellas Wanted in Holland.—The fame of the window umbrella, invented by G. W. Livergood of St. Joseph, which is to be exploited shortly by Block Bros., men's clothiers, St. Joseph, Mo., has penetrated to Holland. Harry Block having received a request from an umbrella dealer at The Hague to forward a dozen "windows" at once. European patents have not been secured, and the Hollander won't get the "windows" until they have been protected. The device permits a person carrying an umbrella to see approaching persons.

Want to change to a better climate? State your wants in the classified department.

Frankel Bros. Lease Showroom at 186 Fifth Avenue; Planning Building Factory in East Thirty-second Street.—Frankel Bros., of 122 Fifth avenue, New York, have leased for a term of years 2,500 square feet in the building at 186 Fifth avenue, corner of Twenty-third street. This space will be used as a showroom by the firm, but Joe Frankel said that he did not expect the firm would move into its new showroom until October. The firm is planning the building of a model factory in East Thirty-second street, to be ready about February 1. Until October, at least, the firm will retain its quarters at 122 Fifth avenue.

Chas. S. Tobias and Henry M. Tobias, of the firm of Chas. Tobias, Bro. & Co., Cincinnati, have just returned from the East, where they have been purchasing fabrics to be used in the manufacture of the spring line of "Eagle Brand" cloth headwear. "Browns are it," states Chas. Tobias. "Everything is brown—wood brown, light brown, dark brown and brindle, and it promises to be great for early fall and next spring. Plaids are still fairly good, although homespun effects and stripes are coming fast. The patterns have a tendency towards noisiness, but, in a way, this quality is necessary for good cap fabrics because the selling qualities of the cap depend entirely on the attractiveness and distinctiveness of its pattern. We expect to have a bigger spring season than we ever had before, and will do business on a higher grade of merchandise, owing to the gradual tendency of the buying public to call for this class of goods."

The Grand Rapids Show Case Company of Grand Rapids, Mich., are very busy at the present time, but with their increased facilities they will be able to handle orders to advantage. The firm now has in course of construction in their factory outfits, ranging in price from $1,000 to $25,000, for the following firms, the orders to be ready for shipment before October 1: Baum Clothing Company, Mobile, Ala.; Burkhardt Bros., Indianapolis, Ind., and Cincinnati, O.; Carrol & Klug, Portage, Wis.; Fashion Clothing Company, Caney, Kan.; B. B. Hesse & Son, Ft. Madison, Ia.; Perry M. Jacobs, Geneva, N. Y.; M. Lauer & Son, Plymouth, Ind.; Mitchell Bros., Fond du Lac, Wis.; Morgan & Sullivan, Waterloo, Ia.; Geo. Muse Clothing Company, Atlanta, Ga.; J. Oppenheimer & Co., Chicago, Ill.; O. K. Schubert, Madison, Wis.; Shanedling Bros., Virginia, Minn.; Sholem & Son, Paris, Ill.; Standard Clothing & Tailoring Company, St. Louis, Mo.; Beeson & Armstrong, Missoula, Mont.; Morrill & Hyde, Inc., Hartford, Conn.; Greenfield Bros., St. Louis, Mo.; Greulich & Co., Grand Rapids, Mich.; Star Clothing Company, Grand Rapids, Mich.

Leon Mann Talks of the Presto Collar's Success Abroad.—Leon Mann, president of the Presto Company, New York, who returned recently from Europe, in discussing the gratifying number of British, German and Belgian contracts for the use of Presto convertible collars on ready-to-wear clothing placed by him during his trip, was asked if he didn't find the English manufacturer rather chary of taking up a novelty of that kind—an American invention. "Quite on the contrary," said Mr. Mann. "The mere exhibition of the Presto collar on its merits at the show brought it dozens of manufacturers, who willingly signed contracts. When you say the Englishman is conservative, he is conservative usually because of the American method of getting at him. You can't rush into his office, American style, lay out your proposition before him, take his order and hurry to the next manufacturer. It is the custom to demand appointments. * * * The Presto collar sold to him more or less because we didn't press it on him. We simply let the collar impress him with its merits. He took up the convertible collar without urging, and as a proposition for a keen business man to grasp. Our English connections have become so large," Mr. Mann continued, "that we recently opened a London office at 21A Old Change, in the midst of the clothing trade section. Milton Goldsmith of this firm went over to Europe some time ago, and has charge of the Presto Collar Exhibition in the Brussels Exposition, in the American section. The exposition is now running, and the Presto collar rights are being secured by many continental makers of clothing. Preparations are under way by which Mr. Goldsmith, as soon as the Brussels Exposition closes, will open Presto collar offices in Brussels, Paris, Berlin and Vienna."

EXCLUSIVE, FALL 1910.
John B. Stetson Company.

Charles J. Hirsh Sails for Europe.—Charles J. Hirsh, of Hirsh-Wickwire Company, clothing, of Chicago, sailed July 14 on the George Washington for a pleasure trip to Europe. Mr. Hirsh expects to be away about a month.

von Gal Bros., hat manufacturers, of Bethel, Conn., have moved their New York office to 13 Washington place, where they are now permanently located. The office is in charge of Fred. N. Little, their New York state representative.

An interesting little booklet, entitled "Button, Button, Who's Got the Button," has been issued by E. B. Moore & Co., fabric manufacturers, New York City. This booklet outlines a plan by which they propose to identify their cloth in the finished garment, in connection with an advertising campaign to the consumer. They have adopted a trademark button bearing the words "All-wool Moore." This button will be furnished to clothing manufacturers buying their fabrics and will be found in all suits made from these fabrics.

Retailers of jewelry, who have experienced difficulty in the matter of customers returning imitation pearl scarfpins because the pearls came off the stems, will find of special interest the claims of a well-known manufacturer to the effect that the imitation pearl scarfpins made by this manufacturer are guaranteed against the fault above mentioned. Moreover, the pearls are absolutely faithful reproductions of the forms of the real gems, the molds being made from high-grade Baroque pearls. The pearls are, moreover, said to be indestructible. Photographic engravings of a few of these pins which can be retailed profitably at 50 cents are illustrated elsewhere in a half-page advertisement of the Steiner Manufacturing Company, New York.

A "get together" luncheon was given July 12 at the Grand Pacific Hotel, Chicago, by A. L. Fierlein, president of the National Trade Show Company. In attendance were representatives from the majority of the firms who will have an exhibit at the Wearing Apparel Show at the Coliseum, July 30 to August 6.

A committee consisting of Louis Lindenthal, of H. M. Lindenthal & Sons; W. S. King, of Carter & Holmes, and Joe E. Eisendrath, of Strouss, Eisendrath & Co., exhibitors at the Chicago Fashion Show, were appointed to formulate plans for increasing the number of exhibitors at the show.

Mr. Fierlein suggested at the luncheon that the exhibitors form an association to take over and conduct any future shows that might be held, offering his services on a salary or salary and percentage basis. It is stated that no action will be taken until after the coming show.

A number of the guests at the luncheon gave enthusiastic little talks on the advantages to be derived from the show. Those who spoke were Mr. J. E. Weil, of Rosenwald & Weil; Mr. W. S. King, of Carter & Holmes; Mr. Aldrich, of Aldrich & Davis; Mr. Alfred Decker, of Alfred Decker & Con; Mr. G. A. Ford, of the Gaford Manufacturing Company; Mr. Louis Lindenthal, of H. M. Lindenthal & Sons; Mr. Kahn, of the Pioneer Hat Company; Mr. Cronin, of Eisenstaedt Bros.; Mr. Joe Eisendrath, of Strouss, Eisendrath & Co.

Each guest was presented with a souvenir of the "Get Together" luncheon in the shape of a booklet suggesting the greatness of Chicago as a market.

CREATION.
Frank Schoble & Co.

MADRID.
Frank Schoble & Co.

The "Creation" and the "Madrid," from Frank Schobie & Co.—Two hats from the fall line of Frank Schoble & Co., Philadelphia, are shown herewith. "Creation" has a bullet-shape crown, with ⅝ D'Orsay curl, rather flattish set, and is a stylish effect for the young man. The dimensions are:

5x2.
4¾x1⅞ and 2.
5x2 and 2⅛.
5¼x2 and 2⅛.
5¼x2¼.

The "Madrid" is a telescope effect suitable for the young and college trade. Dimensions:

4x2¼.
4x2½.
4x2¾.

Leo E. Leipziger Having a Fine Time Abroad.—Mr. Leipziger, of David Marks & Sons, 687 Broadway, New York, writes from Paris that he is having a splendid trip, and having been in Paris for ten days has gone to Switzerland.

Mr. Sidney Aloe, of A. B. Kirchbaum & Co., Philadelphia, who has been enjoying a two weeks' outing in Michigan, returned to Philadelphia on Monday, July 18, going back, as he said, "to the mines" for work. He looks the picture of health and enjoyment of life.

Simon Bros., 252 East Monroe street, Chicago, makers of the "Standard Line," young men and juvenile clothes, are promising the trade a saving of 15 to 25 per cent on their fall lines. They claim to carry the largest assortment and to be the cheapest house in the West.

Any fixtures for sale? An ad in the classified dept. may find a buyer.

Henry Rosenberg Back from Abroad.—Henry Rosenberg, of Charles Kaufman & Bros., manufacturers of clothing, Chicago, returned on the Kronprinzessin Cecilie last week from an extended tour abroad. Mr. Rosenberg made a trip through England and other places of interest on the Continent.

An interesting and well-arranged little booklet is being mailed to the trade by Henry H. Roelofs & Co. The title of the booklet is "Pedigree vs. No Ancestry," and in its pages it takes up the question of the sales-producing power of well-advertised, well-known lines compared with unknown lines.

"Retail Advertising Complete," Frank Farrington's New Book, a Practical Treatise.—Frank Farrington, author of "Talks by the Old Storekeeper," "The Clerks' Book," etc., has written a little book entitled "Retail Advertising Complete," which should be of considerable practical value to the retailer. The book contains 12 chapters, each of which deals in detail with some one form of store advertising. The matter is all written interestingly and is far from dry and theoretical. Complete instruction is given for the preparation and use of newspaper advertisements as well as all other kinds. There is a chapter containing 50 good schemes for getting business. Mr. Farrington has been studying retail advertising for years and at the same time practicing it, for he is to-day a successful merchant. The book is published in a very attractive form by the Bixbee Publishing Company, 324 Dearborn street, Chicago, and the price is one dollar.

The Keetch Knitting Company, Cleveland, is showing a new garment in knit goods which is known as the "Keetch Aero-Auto" coat and hood. It consists of a coat sweater with a military collar and a hood which fits tightly over the head and ears.

Sheahan, Kohn & Co., the new boys' and children's clothing firm, 329-331 Fifth avenue, Chicago, are making extensive preparations to meet the trade next October with fine lines of youths' and boys' garments. Marc Newman and Ed Shehan are now in the eastern market buying goods.

H. M. Lindenthal & Sons in New Quarters.—H. M. Lindenthal & Sons, Chicago, are now established in their new quarters in the Flatiron building, New York, in suite 419. This gives them considerably larger offices than they have maintained in New York, and the rooms are beautifully decorated.

Mr. C. Lyle Bolen, Coast representative for the Quaker City Shirt Manufacturing Company, Norristown, Pa., has recently arrived in New York from his fall trip to the Coast, and reports splendid business. He announces that he will leave New York for the Coast about September 1, displaying spring line for 1911.

Fairchild's, London, Says: It is rather early to talk about winter overcoats, but many orders have been booked for the ready-to-wear garments. In the heavier styles a double-breasted coat with a long rolling collar is selling well. It is again made with a belt at the back and in many cases with one of the adjustable collars introduced here from America. The materials are cloths of the homespun type (Scotch goods) and medium-weight friezes. Some of the soft-faced ones are very good, not so spongy as the blanket cloths sold last season, yet without that hard, stiff handle associated with the Irish friezes of old. Indistinct checks are in evidence in dark tones of brown and fancy brown mixtures.

The pockets are nearly all being cut straight across, with a flap on both double and single-breasted coats. The vertical pocket will take a rest this season.

In the single-breasted coats Raglan sleeves and the Scotch homespun or cheviot will be very popular; while for the man about town, who wants a smarter coat, a semi-fitting back is quite a pleasing change to the old fitting frock variety. In a blue gray cloth of soft handle it is expected to be one of the most favored shapes this season.

Wm. Beehler, umbrella manufacturer, of Baltimore, has just been granted a patent on an umbrella box. This box, they state, was devised for two distinct purposes. First, to make a box to hold an umbrella that would make the box and umbrella seem as though they belonged together. Second, it was made to save shipping charges for themselves and customers. They further state that this box is of very economical design in the amount of material used in its manufacture, being so cut that the parts fold in without paste. For their customers it saves express charges on account of its lightness in weight. Another point they make about this patented box is, that the average manufacturer with packing and express charges finds a shipment of a single umbrella costs him 30 to 40 cents, but they state that by prepaying their express charges they can take advantage of the mail rate and pack and ship an umbrella anywhere in the United States for 15 cents.

A very important transaction has been consummated by which Samuel Weill and Louis E. Kirstein secure Milton Weber's half interest in the retail store of Weber and David, New York. This store is located in the famous old Union Dime Savings Bank building, forming the triangle at the corner of Broadway, Thirty Second street and Sixth avenue. Up to the present furnishing goods only have been handled, but with the new capital that goes into the business the first floor has been annexed and clothing will be added. The Stein-Bloch clothes will be carried. The floors each have a frontage of one hundred feet by forty, light on three sides and the three main entrances of the great new Pennsylvania station is at Thirty-second street and Seventh avenue, one block away. The McAdoo tunnels are only a block away from the store. This is undoubtedly the great future center of retail merchandising in New York, and for the character of business that it has planned to build up there, it should be one of the most ideal locations possible to select in the midst of the great population of Greater New-York and New Jersey. The interest of Messrs. Weill and Kirstein, who are directors of the Stein Bloch Co., is personal in this business, the Stein Bloch Co. having no interest whatsoever.

ADVERTISING CALCULATIONS.

A CAREFUL calculation of advertising expenses for the coming season is timely and deserving of consideration. Do not understand this to suggest merely your cutting down or economizing on advertising. Advertising is absolutely becoming more and more necessary, and the actual means and costs thereof should be carefully calculated. In the average town of 100,000 inhabitants and less, it is economical advertising to use two minor display ads during the week and a larger space on Friday. If the expense of this is too great, economize on the two smaller spaces, but advertise Friday for Saturday's business.

Now is the time to calculate with pencil and paper and actually know the cost of your daily display advertising, weekly circular and subscription advertising; figure space and cost carefully and make your liberal allowance, which should be lived up to throughout the season. Curtailing advertising to-day and flashing regardless spaces to-morrow, comprehending indifferently their cost at the time, runs expenses out of reach. When figuring for the season's advertising it will be found more profitable to figure on a liberal space in one good paper rather than on a smaller space in all the papers.

Just at this time a clever circular letter is very much in place. There is little doubt that no advertising work is so much abused or wasteful as circular letters, nor any so effective when the proper kind is employed. A regular follow-up system with good results is sustained by a great many, although clothiers as a rule do not follow this as much as do others. An effective circular at this time should be addressed to early trade, to men who are in the habit of going to the merchant tailors. A very brief personal letter inviting the party addressed to come and see advanced styles, which now might be sold in exclusive patterns, and calling attention to the high art obtained for clothes ready to be put on, would be very effective. Its brevity will be its strength.

In writing all advertising, particularly a circular letter, put yourself in the other man's place. On receipt of a circular letter, when recognizing it to be such, 99 out of 100 throw it in the waste basket, and in most cases without reading it. Study to make your matter so brief that almost the first glance at your letter will give a comprehension of the main points you desire to bring out.

We do not consider it good policy for men's clothes to show the new styles in show windows too early. Tasteful displays of men's fixings, waistcoats, extra trousers and handsome show cards, telling of the new things that are now on display in their proper departments in your store, will keep your stock more exclusive and not throw it into competition with inferior qualities of imitating patterns. Get the trade to want to come into your store to see the styles, instead of giving too much opportunity to compare patterns in show windows.

MAN'S BOOK
A MAGAZINE
THE ONLY MAN'S BOOK IN AMERICA

AUGUST ISSUE MAN'S BOOK IS OUT.

A very striking cover. The cover will appeal especially to those who live inland, inasmuch as it shows the female form divine embracing the salt waters. There are a great many lobsters, but it would be very difficult to get such a beautiful specimen as anyone can secure who will take the cover of the MAN'S BOOK for August and carry it home and passe-partout it and put it up in his den.

We show a great many views of Coney Island, the most popular and one of the most widely known resorts throughout the United States. We show a number of views taken at day and night, which would probably be interesting to look at, inasmuch as hardly any people come to New York who do not go down to this famous American resort.

We also show a page of how Europe bathes, with pictures of bathing suits worn by the bathers on the beaches at Trouville and Ostende.

The touch of Paris this time is an article under the title "Off for Paris." Our idea of putting it in this time was that so many people have gone over and are writing home about Paris; or so many here perhaps last summer or the summer before were in Paris, that there would be quite an interest in this, and it is written by one of the best Paris writers, Sterling Heilig, Every issue we try to put a little touch of Paris in the MAN'S BOOK because PARIS IS PARIS.

There is an original double page drawing included in this issue, tipped in so that the purchaser of the book could readily take it out and, if he desired, frame it. This is done by William Van Dresser, perhaps one of the cleverest among the younger American artists. The subject this time is "In the spring time young men's fancies lightly turn to thoughts of love." This is especially interesting, although the title is "A Young Man's Dilemma," and he has on either side of him a "fair creature," and he is waiting for his guardian angel to direct him which one to select. The wedding ring is shown in the foreground.

As usual, we show a number of pages taken from the leading foreign periodicals, making this department the pictorial digest of some of the cleverest things that have appeared abroad in the illustrated papers of the world.

We continued the department on MODERN GERMAN FURNITURE. There are quite a number of wise people who believe in modern, up-to-the-minute things, and there is so much antique furniture shown which belongs to the "Middle Ages," that we thought the influence of the MAN'S BOOK toward the modern would be most helpful to young and ambitious men who had money enough to get married, or were living in bachelors' quarters and interested in having twentieth century surroundings.

Of course, this department only appeals to the rich among the young men, because after one takes a wife, except for the roof and enough to eat, there is little left over for furniture! Still, we try to pick out modest pieces. In Germany this furniture is very cheap. These models that we show are signed by the artist. He is not ashamed of his handiwork. When you buy antique furniture, you will notice that the modelers were not proud enough of it to affix their names.

We also show two pages of "KINGS OF FASHION." This includes a photograph of the "King of Dandies" of Paris. This savant has dared to criticise American fashions and is coming over here later to tell us what aborigines we are. He is, however, a splendid man, and accorded to our Paris representative a splendid interview, which is cleverly written up, in regard to "Costumes and Manners of Men," and will all be found in the two pages devoted to "KINGS OF FASHION" in the August issue of the MAN'S BOOK.

There are other regular features, like DRESS ETHICS, "OBSERVER'S NOTEBOOK" for reference to from time to time by the men interested in the proper clothes at the proper time.

Last, but not least, we have almost forgotten the frontispiece. It is the second one of three acquired by the MAN'S BOOK, and is a pastel from the work of a very celebrated artist by the name of B. de Szankowski. The idea of showing this is that a purchaser of the book could take and passe-partout it, and to collectors of fine pictures, this would be something to prize and an acquisition.

SINGLE COPIES, 15c. **A YEAR, $1.50**

Fairchild Publishing Co., New York

42 E. 21st Street, New York **Lees Building, Chicago**

For enclosed $1.50 enter me as a subscriber for MAN'S BOOK for one year beginning with the next number.

NAME_____

STREET_____ CITY_____

SPRAGUE'S DUTCH-CUT *and* REGULAR-CUT ROMPERS

For Fall and Winter Wear

The handsomest and most practical made. In heavy guaranteed wash goods for winter wear—Galatea and Croxton cloth—and in Ginghams.

NOVELTY combined with PRACTICABILITY your customers want—found always in *Sprague's* goods. Try these open-in-front rompers; more attractive and easier to get into than the ordinary rompers that close in the back

A large addition to our factory places us in position to make prompt deliveries.

SAMPLES READY

Fred'k H. Sprague Co., Orange, Mass.

Manufacturers of

TROUSERS, RUSSIAN VESTS *and* CHILDREN'S PLAY SUITS

¶ Your buyer will be a better buyer; your clerks will be better salesmen; your advertising man a better advertiser and your window trimmer a better decorator if you make it a point that they read each and every issue of this magazine.
¶ A subscription for each one of them would be the best investment you ever made.

This is what
THE OUTFITTER

published in London, England, with the largest circulation in the world of any trade paper dealing with the clothing and outfitting trades,
has to say in its issue of July 2nd about the new

MUTO

THE "MUTO" CONVERTIBLE COLLAR

"Those who say there is nothing new under the sun should see the "Muto" collar, which has just been brought to the attention of British clothing manufacturers. This collar can either be worn as the ordinary "step" variety, or a Prussian collar, and is immediately convertible, and it is certainly a most ingenious contrivance. To convert the ordinary collar into a Prussian collar all that is necessary is simply to move it up and it slides into position with the utmost ease and with perfect results. It can be applied to a D. B. as easily as to a S. B., and is as readily adaptable to a wide collar as to a narrow one. Moreover, the "MUTO" presents no tailoring difficulties whatever, and if on that account alone will instantly recommend itself to the clothing manufacturer. There is no extra thickness of cloth, and it can thus be applied to the heaviest materials. The success of this collar in America induced its inventors to bring it to this country, where the British rights have been secured by Messrs. William Lord & Sons. Already most of the leading manufacturers have taken it up, and it is received with great interest wherever it is shown."

When the discriminating public is shown those points, you'll want a generous supply of Muto coats to meet the inevitable demand.

It's better to get them now than to take a chance of being disappointed later.

MUTO SALES CO.

66 St. Paul St. **Rochester, N. Y.**

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4370 MURRAY HILL — ESTABLISHED 1886

Langill Commercial Photograph Co.

GENERAL PHOTOGRAPHERS

Photography has become a necessity to merchants, the picture tells the story quicker and at less expense than any other method. The public remember pictures better than words, the two combined, at prices practical for use gives the quickest and cheapest way of explaining what you want to tell. We make a specialty of making photographs in quantities for commercial purposes and shall be glad to estimate on anything you want. Our plant is modern and up-to-date for all classes of work. We make half-tones and all kinds of cuts for printing purposes. Great retouching expenses saved by our work when used for this purpose and general reproduction. There is nothing that we do not photograph. Ring us or write us.

LANGILL COMMERCIAL PHOTOGRAPH CO.,

126 West 34TH ST. (Opposite Macy's), N. Y.

Interiors, Stores, Dwellings and Business Buildings. — Exteriors of Every Description.

LEADERS IN STYLE AND VALUE

BATH ROBES
SMOKING JACKETS
HOUSE COATS
DRESSING GOWNS

We Specialize Popular-Price Lines

COMPLETE RANGE

You set the pace with our garments
Samples upon request

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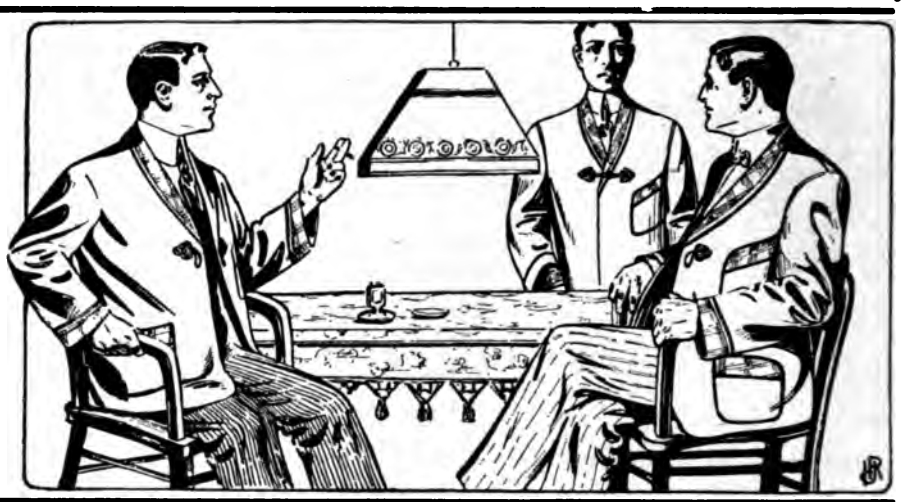
107 BLEECKER ST., NEW YORK



Every Kind of Weather Is the Right Weather for Our

Boys' and Young Men's Suits and Overcoats

Made by Specialists, Tailored and Trimmed by Experts

SPECIAL — A STRICTLY ALL-WOOL YOUNG MEN'S OVERCOAT — $7.50 REGULAR

Write for Samples

MENDELSON BROS. 41-51 East Eleventh St., New York

UNIFORM HEADWEAR

For All Purposes

Send for our latest illustrated Catalogue B. Free by mail on request.

Style 307 is made in cloth, silk, duck, etc., as well as straw.

307 STRAW CONDUCTOR

GEO. BRUNSSEN CO.
18 EAST FOURTEENTH STREET
Bet. Fifth Avenue and University Place
NEW YORK

203 POLICE HELMET

World's Headwear Exhibit

At 15 and 17 Waverly Place New York
NEAR BROADWAY

THE most remarkable Headwear and Cap showing since 1875.

Never before has so varied a collection of European and American models and new fabrics been brought together by one house—from the Cloth and Fur Hat and Cap ideas to the finest Matteawan Beaver—Mellucine Felt Hats and Austrian Velour Hats.

Victor Headwear Leadership is more than ever emphasized here.

Exaggeration is really impossible when attempting to describe this exhibit. We cordially invite your inspection.

Hirschberg & Company

Makers and Importers of Headwear and Caps

15-17 Waverly Place
Since 1875 the Standard of

VICTOR

New York, N. Y.
Headwear Style and Quality

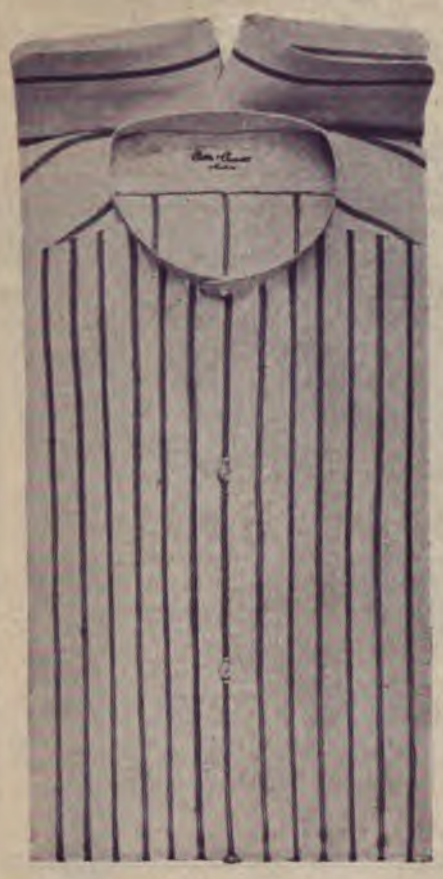
ONE OF-A-1000 NEW DESIGNS FOR FALL 1910

APPROVAL ORDERS RECEIVE PROMPT ATTENTION

CUTTER & CROSSETTE

DESIGNERS AND MANUFACTURERS

CHICAGO



JUST A REMINDER

FALL 1910

ELGIN SHIRTS

CUTTER & CROSSETTE

MAKERS

FACTORY:
ELGIN, ILL.

OFFICE:
CHICAGO

"Shy-Man-Ski"

Remember It

BLUE SERGES

GREATLY TAILORED

Ready for delivery five days after receipt of order. Made like you want them.

SHYMANSKI & SONS

Clothing Makers

LOUISVILLE, KENTUCKY

The Well-Dressed Store

will win out over its badly appearing competitor every time. It will attract a better and more profitable class of trade, and will be able to sell a better and more profitable class of merchandise.

You ought to be a "quality" merchant—your store should make every visitor ***feel*** its class and distinction. To do this it should be equipped with

QUINCY SPECIAL CASES

These cases represent the highest type of show case art, combined with practicability, economy and durability. Made of genuine ***quarter-sawed*** oak, they cost no more than plain oak cases. The metal trimmings and all other materials are the best we can buy. The workmanship is unsurpassed. We put into Quincy cases and Quincy ***fixtures*** the highest value, which is why they NEVER GROW OLD AND SHABBY.

Hundreds of particular stores are equipped with Quincy Special Cases. Our catalog, "Fixtures" shows a complete line for every purpose, with photographs of stores equipped. Get a copy to-day.

QUINCY SHOW CASE WORKS

QUINCY, ILL.

Chicago, 247 Jackson Blvd. Wichita, Kan., 314 Barnes Bldg. Dallas, Texas, 219 Commerce St. San Francisco, 134 Sansome St. Jacksonville, Fla., 20-28 Julia St.

When in Town Don't Forget

We have prepared a Fall Stock of

Hochman-made

Men's Clothes

For Immediate Delivery

All Wool and Worsted

From $10 to $15

A Trial Order Will Make You a Permanent Customer

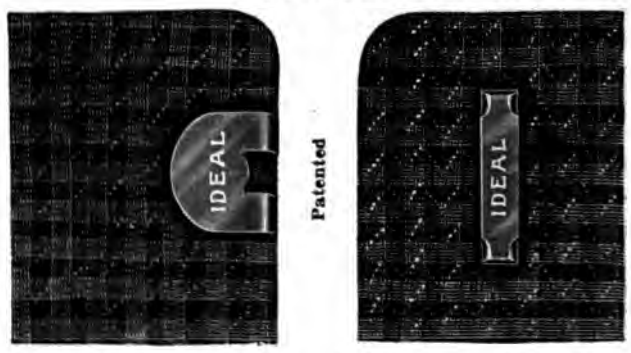
BECAUSE the Merchandise is Right

Samples on Request Prepaid

A. HOCHMAN

21-23 West Fourth St., NEW YORK

The Ideal Pant Hook Never Pulls Out



Strength, Durability and Neatness Combined

WITH THE "IDEAL" there is no thread for the sharp steel edges to cut and tear, it really becomes a part of the pant and shows no raw edges of goods as do the old style sewed hooks; it is attached by machine, but has every appearance of being sewed on —BESIDES ITS LASTING QUALITIES.

Ask your manufacturers—they should have them.
Write for Sample.

PORTER BROS. & CO.

106-108 Worth Street, New York

These Market Guides are Free to Men's Wear Buyers

NEW YORK
FAIRCHILD'S MEN'S WEAR DIRECTORY
Vol. X July, 1910 No. 1
Issued Semi-Annually
A classified directory of Manufacturers, Jobbers and Retailers of Men's Apparel
Telephone Numbers Included
Copyright, 1910, by
FAIRCHILD COMPANY
42 EAST 21st ST. NEW YORK
Telephone 6160 Gramercy
PRICE 25 CENTS
CHICAGO
FAIRCHILD'S CHICAGO APPAREL GAZETTE DIRECTORY
Vol. X JULY, 1910 No. 1
Issued Semi-Annually
A classified directory of Manufacturers, Jobbers and Retailers of Men's Apparel
Dry Goods and Women's Wear Wholesale and Jobbers
Telephone Numbers Included
Copyright, 1910, by
FAIRCHILD COMPANY
LEES BUILDING, CHICAGO
Telephones—Main 4758: Auto 7149
PRICE 25 CENTS

¶ If you're coming to New York or Chicago you will find these *Blue Books* of great assistance.
¶ They are published for retail men's wear buyers only.
¶ These directories enable the buyer in the wholesale market as well as the buyer at home to see New York or Chicago from a business standpoint.
¶ Do you want them?
¶ They are free to men's wear merchants and buyers.
¶ Write us, enclosing a 2c stamp to cover postage for each one.

BLUE BOOK DEPARTMENT

FAIRCHILD COMPANY

42 East 21st Street, NEW YORK

Lees Building, CHICAGO

Post Graduate
Trade Mark
E S W

Post Graduate Clothes

FOR

YOUNG MEN, BOYS AND CHILDREN

BY carefully testing our fabrics before they are made into clothes, we forestall the possibility of their giving unsatisfactory service.

By having every one of our models so original and so clever in style, that they will sell quickly even to the most discriminating purchasers, we add a still more forcible reason why you should consider our product.

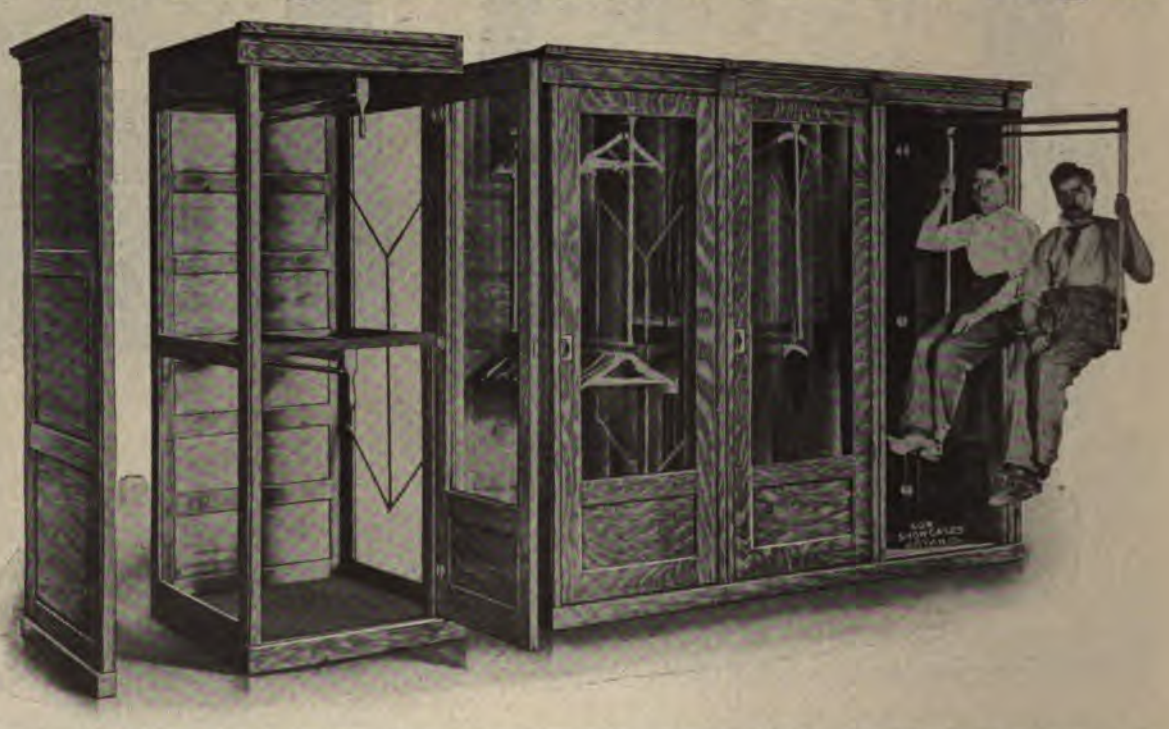
The dealer, who will interest himself in **"Post Graduate Clothes"** either for his young men's or his boys' department, will be impressed with both style and value.

EAGAN, SINDEL & WALTER

303 Mercer St., NEW YORK CITY

We Make Clothing Cabinets That Are Right

The Cabinets That Make Sales



Our disappearing doors are veneered over a built-up core. No twisting or warping. Always straight. The disappearing arrangement is correct in every detail. Our slides are roller bearing, require no oiling and operate almost at a touch.

Send for our catalog and get in communication with us, if you want the best.

THE S. S. COX SHOW CASE CO. - - - - BRYAN, OHIO

Copyright 1909
Ed. V. Price & Co.

Who's Your Tailor?

TRADE MARK REG. 1906 BY ED. V. PRICE & CO.

Mr. Clothier

You may be firmly rooted to the idea of selling ready-made clothing, and you may have many customers who believe they are satisfied with it—

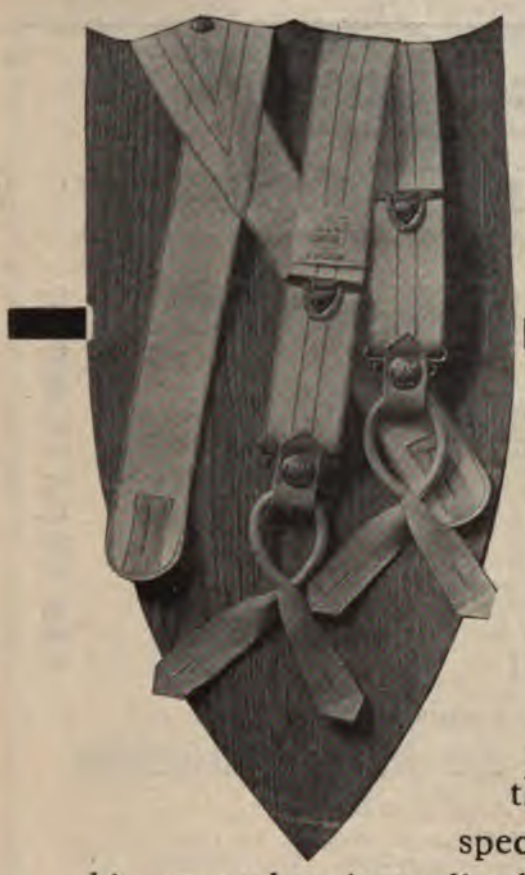
But, is there any reason why you should miss the very good trade of those who can't be fitted by, or who won't wear, ready made garments?

You don't have to invest a dollar to conduct a tailoring department according to our plan, yet we make it possible for you to add handsomely to your profits. Think it over.

Largest tailors in the world
of
GOOD made-to-order clothes

Price Building Chicago

A limited number of handsome Fall lines available for high class merchants. Write at once for details.



Show any suspender customer the

U-S-A CHESTER SUSPENDER

And he will buy it.

He is a sure purchaser because The U-S-A Chester Suspender has a basis of merit which cannot be overlooked. Every suspender convenience is embodied in the U-S-A Chester Suspender. Fabric ends are used, they are vastly stronger and more uniform than leather ends. The weave, coloring, quality of material and exquisiteness of finish are all so obvious that the customer can see them at a glance. There is a special buckle, too. It enables the wearer to shorten his suspenders immediately without ever bringing the buckle too high on the shoulders.

Chester Wovenfit Garters

combine comfort, fit, style and durability in a manner which makes them the garters of perfection. The Chester Wovenfit Garter excites admiration on the part of the wearer every time he puts it on or takes it off—so that by the law of association he is thinking at least twice a day of the man who sold it to him. Chester Garters are made of patented bent web. The garter clasp swivels. The hump on each side of the slot helps to prevent the disengagement of the clasp from the hose. **No metal can touch the leg.** These features all help to secure and increase your patronage.

We pack the garters in "silent salesman" cartons, which will help you.

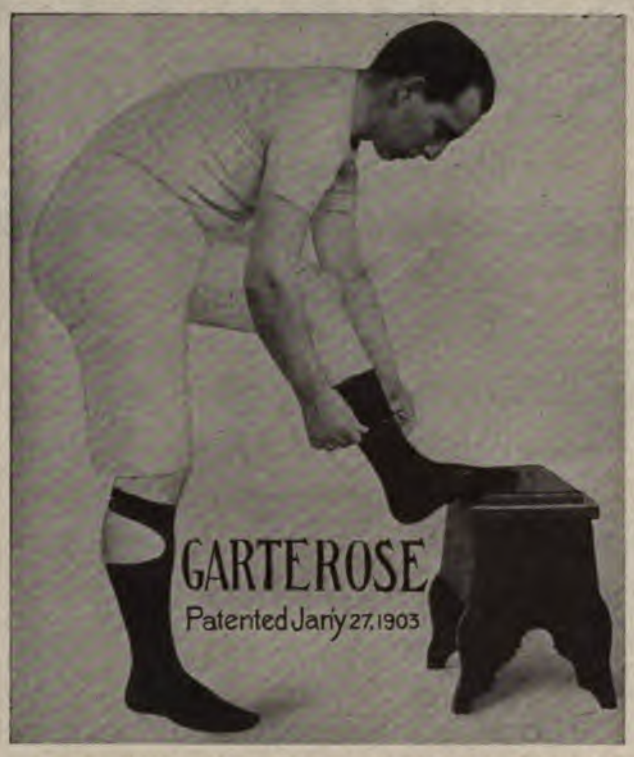
Our Fall Line is now ready. *Write for our catalog today.*

CHESTER SUSPENDER CO.

BOSTON, MASS.

BROCKVILLE, CANADA **CREFELD, GERMANY**

WHY DO YOU WEAR RUBBER GARTERS SIX MONTHS WITHOUT WASHING and INSIST on YOUR STOCKINGS BEING WASHED at LEAST ONCE a WEEK?



WEAR THE "GARTEROSE" SANITARY WASHABLE GARTER STOCKING and AVOID VARICOSE VEINS and BLOOD POISON.

The Powell Knitting Company

SEAMLESS HOSIERY

Our Trade Marks:

GARTEROSE
BEACON
AUTOMATIC
OXFORD
PRINCETON
YALE
PILGRIM
HARVARD
GRANGER
WEBFOOT
WEBKNIT
VASSAR.
CORNELL
SILKOSE

ASK YOUR JOBBER

Main Offices and Mills: Philadelphia

AGENCIES:

New York, N. Y., No. 346 Broadway
Chicago, Ill., Medinah Bldg.
Boston, Mass., No. 116 Bedford St.
Philadelphia, Pa., No. 18 S. 10th St.
San Francisco, Cal., No. 86 Third St.

We Give You

the four Indispensable Qualities Necessary to High-class Garments:

Style, Fit, Material and Workmanship

And at surprisingly low quotations.

Write for Price List

IT WILL INTEREST YOU

Ours is the Only House In the World

that confines itself to the manufacture of these garments

Exclusively

,,,

NEED WE SAY MORE?

SIEGEL BROS. & SIEGEL

102 Bleecker Street, New York

"There is no instance in history of an intelligent and cultivated people indifferent to dress."—*Isaac Waters.*

"The history of clothes is the history of civilization."—*Carlyle.*

Foliage, furs or feathers were the first material of clothing.

Originally dress was simply for DECORATION—the thought of PROTECTION came later, and the third object was COMFORT.

Today in the Hickey-Freeman clothes these three ideas do team work. They are all developed together—DECORATION, PROTECTION, COMFORT.

Hickey-Freeman garments make a man look right for any place, any occasion and afford protection in any climate.

The price is as low as is consistent with the use of the best materials, the best trimmings and the best workmanship.

If you are not familiar with this line we shall be very glad to have a representative call or submit samples, charges prepaid.

Hickey-Freeman Co.

Rochester, N. Y.

NEW YORK OFFICE
801 Flatiron Bldg.

"This is a Presto Year."

Our National Fall Advertising Campaign Is Going To Create a Still Greater Demand For Presto Collars.

A NATIONAL advertising campaign to create a consumer demand for the PRESTO convertible collar—that two-in-one collar, which when turned down is the ordinary coat collar without harness or other abnormal features, and when turned up is a close fitting, protective military collar—is now being formulated.

¶ Page advertisements in **The Saturday Evening Post, Collier's Weekly,** and the great national monthlies like **Everybody's, McClure's,** etc., will create a demand that you should NOW prepare yourself to meet.

¶ Be ready for this demand, which is bound to be greater than ever before and order coats with PRESTO collars NOW.

21A Old Change
London, England

The Presto Co.
715 Broadway, New York City

234 La Salle St.
Chicago, Ill.

HEALTHY MERCHANDISE

No Sweatshop—No Germ-breeding garments in the Schmidt-knit line.

Schmidt-knit products are made in a modern, sanitary mill devoted to the manufacture of Schmidt-knit goods only.

The effect of these healthful surroundings is evidenced in all Schmidt-knit merchandise.

We pay special attention to details, such as button holes, finish, cuffs, correct sizes, etc. Every garment carefully inspected before leaving the mill.

These are practical and necessary features which should be carefully considered in buying fancy knit goods.

Our fall lines are ready for inspection.

Ladies' and Men's Sweater Coats, Mufflers Toques, Shawls, Scarfs, Skirts, Etc.

Write for our new complete Catalog

THE STANDARD KNITTING COMPANY

Manufacturers of Sweater Coats, Toques, Mufflers and Knitted Novelties

2202-2210 SUPERIOR AVENUE, N. E. CLEVELAND, O.

Offices: New York, 710 Flatiron Bldg. Boston, 77 Summer St. Chicago, 406 Medinah Bldg. St. Louis, Silk Exchange Bldg. San Francisco, 154 Sutter St.

SEALPACKERCHIEF

TRADE MARK REG. U.S. PAT. OFF.

HANDKERCHIEFS

For Men and Women

UP TO 25¢ EACH

On sale where handkerchiefs are sold

Soft Laundered – Ready for use.
Price and Quality never vary.
Fresh and Sanitary in Sealed Packages.
See that Seal is unbroken.

REFUSE SUBSTITUTES.

SEALPACKERCHIEF
TRADE MARK
N.Y.

A reproduction of one of our many advertisements to consumers creating active demands for retailers.

Made by THE INTERNATIONAL HANDKERCHIEF MFG. CO., NEW YORK

GUARANTEED CORRECT SIZES

CAPRON KNITTING CO.

Retail 25 to 50 Cents
BOYS' UNIONS

HIGH GRADE UNDERWEAR
AMERICAN

Retail 50 Cents to $2.00
MEN'S UNIONS

SeeKsee **HolEnit**

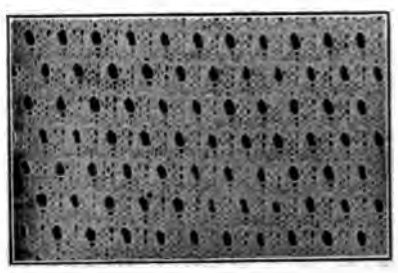
ASK YOUR JOBBER

NORWICH KNITTING CO.

HolEnit

Shirts and Drawers

ASK YOUR JOBBER



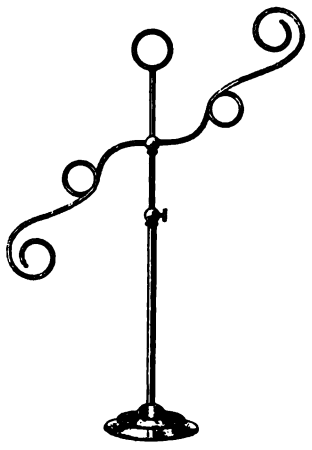
KNIT GOODS AGENCY

87 Leonard Street

Selling Agents
UNDERWEAR

NEW YORK
SWEATERS

WITH YOUR NEEDS IN MIND

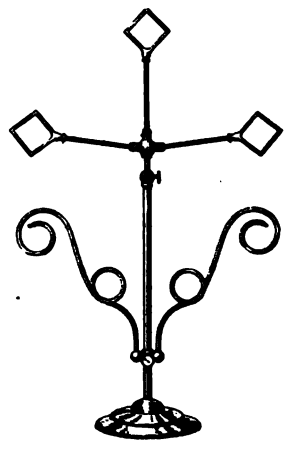


P 61
EXTENSION STAND
Details on Application

We have added some new things in haberdashery stands. If not convenient for you to call just now, write and we'll tell you all about them by earliest mail.

Our latest catalogue, No. 16M, "Window Dressing and Display," should be conveniently at your hand. A copy with our compliments promptly sent on your request.

N. B.—GET POSTED ON OUR NEW CLOTHING FORMS; 'TWILL PROFIT YOU.



P 60
EXTENSION STAND
Details on Application

J. R. PALMENBERG'S SONS

Established 1852

710 BROADWAY, - - - - - NEW YORK
FACTORY: 87, 89 and 91 WEST 3D STREET, NEW YORK

30 KINGSTON STREET }
110 BEDFORD STREET } BOSTON

Nos. 10 and 12 HOPKINS PLACE, BALTIMORE

YOUR customer gets *everlasting* satisfaction if you sell him a "PENNSYLVANIA-KNIT-COAT" with the *unbreakable* "NOTAIR" Buttonhole. Not only at this *one point*, but at *all points*, are these Sweater Coats the *finest* that can be knitted. They fit perfectly, retain their shape and cost no more than the ordinary sort.

THIS is a facsimile of the cover of "*The Adster*," our *free* book of *Business Boosts* for dealers. *Send for your copy!*

THIS is a one-color reproduction of one of our series of five full hand-colored 15x20 show cards furnished *free to you*, for window or counter display.

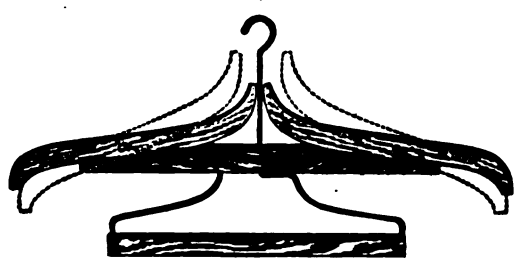
THIS is one of the *free* Newspaper Electros contained in "*The Adster*." There are nineteen others. *Send for your set!*

OUR coast-to-coast *Magazine Advertising* to your customer is helping to make "PENNSYLVANIA-KNIT-COATS" the *best known*. It's the easiest-selling, sales-compelling, profit-swelling line for you. Send for our illustrated booklet, "A Day Ahead of Today in Sweaters and Knit Coats."

THE PENNSYLVANIA KNITTING MILLS

1010-12-14 RACE STREET, PHILADELPHIA

New York Offices: 11 West 17th Street **Chicago Offices: 294-300 Fifth Avenue**



As An Advertising Medium

Can You Think of Anything Better or Cheaper Than a

Perfecto Suit Hanger with Your Ad on?

The ***Perfecto Suit Hanger*** offers the retail clothiers or furnishers a strong proposition.

Give your customers a ***Perfecto Hanger.*** It is something they will appreciate and use because it is the most perfect hanger on the market.

Its rocker arms adjust themselves automatically to the shoulders and neck of the coat and smooth out every wrinkle. Will hold every garment in perfect shape and save pressing bills. Every time they use the ***Perfecto*** your name (stamped on) is brought before them.

The ***Perfecto*** is not a toy or something that will be thrown away in a short while, but will be kept for ever and is a lasting advertisement. We stamp your name free on quantities of one hundred and over. Special low prices on quantities of five hundred or over.

We will send samples to rated merchants upon request.

E. B. GILL MFG. COMPANY

21 Quincy St. Chicago

JACOB REED'S SONS

MANUFACTURERS OF

GOLD MEDAL UNIFORMS

Clothing dealers throughout the country are invited to communicate with us concerning the manufacture of Uniforms of every description.

Our productions satisfy the consumer; they are not the cheapest uniforms made, but they decidedly are the least expensive, because they give splendid wear and complete satisfaction.

JACOB REED'S SONS

PHILADELPHIA

Repeat Sales

Help You, Mr. Dealer

Your valuable customer is the one who is so pleased that he tells his friends, comes back himself and boosts generally.

You can have not only one but dozens of such customers, Mr. Dealer, if you will put in a stock of **Hand Knit Hosiery.** When you make one sale you can be sure that that sale is only the first of many.

Hand Knit Hosiery

Hand work means perfection. The durability that our grandmothers used to knit into their work, the exquisite fit that only hand work will produce, and the rich sheen of perfect materials—that's **Hand Knit Hosiery.**

Let Us Show You

We'll be glad to send you samples of **Hand Knit Hosiery** on your request. No obligation to buy, no obligation beyond getting acquainted with **Hand Knit,** learning what it is and the money it will make for you. You're losing money every day you don't sell **Hand Knit Hosiery.** Write to us NOW.

Hand Knit Hosiery Co.

SHEBOYGAN, WISCONSIN

SAVE 25 TO 35 PER CENT ON

CLOTHING

Thousands of Men's Suits
Thousands of Young Men's Suits
Thousands of Boys' Suits
Thousands of Trousers

From the Best Makers

IN FACT, everything in the CLOTHING LINE, all bought by us for SPOT CASH below cost of production. We sell at CUT PRICES for IMMEDIATE DELIVERY.

Write NOW for Anything You Need

A. SCHAAP & SONS

Wholesale Clothing Jobbers

394 BROADWAY, NEW YORK CITY

(Send your name to put on our mailing list of "Specials On Hand," printed weekly. It will pay you well.)

We Have No Salesmen—Only House Trade and Mail Orders.

V-NECK MUFFLERS NOW PATENTED

United States Letters-Patent No. 963,235, issued to Joseph S. Mead, covering construction features in all V-neck, Shaped-neck or Fit-neck Mufflers, was issued July 5th, 1910, and the following have purchased exclusive rights to manufacture full-fashioned, V-neck mufflers under the protection of this patent; also exclusive rights to manufacture under the Phoenix design patents covering the zigzag stitch and scalloped edge features:

BRADLEY KNITTING CO.
Delavan, Wis.

PHOENIX KNITTING WORKS
Milwaukee, Wis.

THE WAY MUFFLER COMPANY
Philadelphia, Pa.

NOTICE TO MANUFACTURERS AND JOBBERS

Infringement suits protecting the original PHOENIX scalloped edge design patent, *just sustained by the United States Court*, are now being instituted throughout the country as rapidly as legal means permit. Additional suits will now be brought to prevent the manufacture, delivery and sale of all infringing V or Shaped-neck mufflers.

NOTICE TO THE RETAIL TRADE

Our clients desire to protect the interests of the retailers as well as their own in this warning, which is given in ample time so that you may fully protect yourselves on Fall muffler purchases and avoid infringement suits and consequent damages.

No full-fashioned, V, Circular, Shaped-neck mufflers, or scalloped edge mufflers, can be legally delivered or sold, excepting those made by the above licensed manufacturers and bearing the authorized license notice.

WINKLER, FLANDERS, BOTTUM & FAWCETT

ATTORNEYS FOR THE PATENTEES

150,000

Desirable Pure Worsted Suits CHEAPER than last fall.

Values which no other manufacturer can possibly offer you.

The most gigantic transaction in the piece goods market relieving over-burdened manufacturers of

6250 Pieces - - 500,000 Yards

of Pure Worsteds in BLUES. BLACKS. GREYS and BROWNS.

GOOD WORSTEDS - - NOT THE WIRY KIND
GOOD WEIGHTS - - NOT SUMMER WEIGHTS
GOOD FABRICS - - - - THAT WILL WEAR

Ask any well-posted clothing manufacturer- The deal was the talk of the market - - The goods are in our warehouse and we can start delivery as early as you choose. Write us and we will arrange to have ▼ ▼ our salesman call. ▼ ▼

Henry Sonneborn & Co

"Good Clothes Cheap"

Baltimore

LOOK FOR OUR
BIG EXHIBIT

AT THE

International Wearing Apparel
Style and Fabric Show

July 30th to Aug. 6th

Chicago

Henry Sonneborn & Co.
Baltimore, Md.

Best Boys' Washable Suits to retail at $1.00

Our Special Feature Shown in Illustration

Lot No. 3140, Blue, Tan or Steel Chambray (warranted fast color) **trimmed with lace,** at $9.00 per dozen; sizes 2½ to 7 years.

Our Line of *Little Prince* **Boys' Wash Suits**

includes 2,000 styles in novelties and staples. From $4.50 to $27.00 per dozen.

In Order to Appreciate Our Values Write for Samples.

OPPENHEIM-ROGGEN CO.

90 PRINCE STREET, NEAR BROADWAY TELEPHONE SPRING 8649 NEW YORK

FROM FACTORY TO THE RETAILER!

That's the 20th century method---That's the correct way to buy Hats and the correct Hats to buy are

THE PIONEER HATS

For they are made to your SPECIAL ORDER---this calls for HATS that must be correct as to STYLE, QUALITY and SHADE. THE PIONEER HATS conform to these requirements and the price is always right---Our FALL STYLES have made a great hit---Have you placed your order? If not, why not?

PIONEER HAT WORKS, Originators of Latest Ideas in Stylish Hats, Wabash, Ind.

"GLASTENBURY" HEALTH UNDERWEAR FOR MEN

Look for These Trade Marks

TRADE MARK
Reg. U. S. Patent Office

The famous *"Glastenbury" Brand* has stood the test for over *fifty years.* Made of Fine Australian Lambs' Wool and Merino.

Every Garment Guaranteed.

NO GUESSING AS TO SIZE OF GARMENTS

Perfect Fit Perfect Finish Very Elastic

Absorbs and evaporates perspiration, thereby preventing it passing through to the outer clothing. Prices are 60 per cent under imported goods same quality. For sale by leading dealers everywhere.

BOOKLET will be sent FREE.

TRADE MARK
Reg. U. S. Patent Office

Mills at Glastonbury and Manchester, Conn. **Address Dept. A, Glastonbury, Conn.**

HAVE YOU SEEN

THE NEW LINE OF COLLEGE PENNANTS

LANGROCK BROS. ARE SHOWING?

When in New York stop in at their Salesrooms, 19 Union Square, West

All Broadway cars stop in front of their door

Send for their Catalogue

When Twelve Men of a Jury

give you a verdict, you can be pretty sure that what they say is correct. Well, then, why shouldn't the verdict of over two thousand merchants in pronouncing the B. Stern line the **only** Tailoring proposition, be evidence enough for you?

WRITE FOR FACTS

B. STERN & SON

New York's Exclusive Custom Tailors

632 to 634 Broadway, New York

Are You Going to Use CLOTHING HANGERS ?

If you keep your clothing on hangers you will like the

JUSTRITE

Combination Suit Hanger

because it keeps the garments in perfect shape and in the least possible space. The price is

$6.50 Per Hundred $62.50 Per Thousand

HAVE YOUR "AD" PRINTED ON THEM and give one with every suit. You'll find it pays.

Write for Free Sample Today to the

Justrite Mfg. Co.

Bridge and Main Streets
BELDING, MICH.

There's only <u>one</u> fault ever found with the "CADET."

It is that, having once worn it, the customer won't help move <u>other</u> lines.

He wants <u>only</u> "CADET."

KLINGER & BACH
(Henry S. Herrman, Special)
737 Broadway, Opp. Astor Pl. New York

You Don't Have To Argue— Just Make Sales

The dealer who is handling Superior Union Suits for men doesn't have to waste his own time or that of his clerks in proving the merit of the goods.

We do that in our magazine advertising; and the people who come to your store come to *buy*, not inquire.

And every sale means a steady customer, for

Superior Union Suits

are repeaters. Men who once wear them will never wear anything else; and more men wear the Superior than wear any other union suit made.

What will you say when your customer says Superior?

Isn't it best to be prepared to give him what he wants, rather than try to explain why you haven't got it?

The Superior Underwear Co.

N. Y. Office and Stockroom
256 Church Street

Piqua, Ohio

The largest mill in the world making men's union suits exclusively.

HERE AT LAST !!

THE LATEST IMPROVEMENT IN THE MANUFACTURE OF

OVERALLS

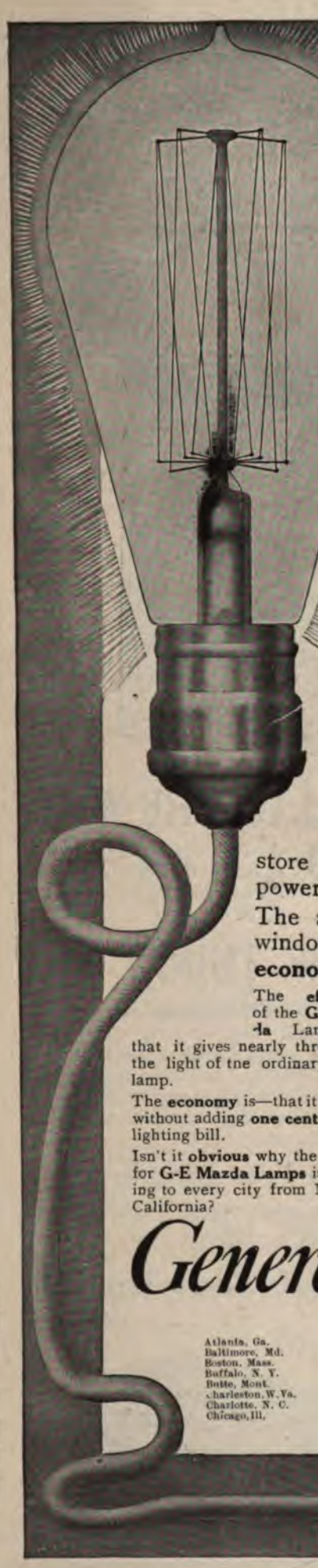
The New Leather Back

Consisting of pieces of specially prepared fire and water proof leather, placed under back buttons on waistband and buttons on bib, to distribute the strain and prevent buttons pulling out. The leather is guaranteed not to harden or crack when washed.

UNION MADE
THE WILLING BRAND
PANTS AND OVERALLS
OUR TICKET

Agents wanted. Limited territory open. **Write us to-day for samples.**

The H. L. Willing Co.
DETROIT



The Wide-awake Merchant who SEES the Efficiency and INVESTIGATES the Economy of the

General GE *Electric*

Mazda Lamp

Knows it for an absolute Necessity in his Store

The display of the cleverest window trimmer is outshown by his inferior competitor's—**If** his competitor's window is **Better Lighted.**

The **best** merchandise is passed up if your customer cannot **see** its full **value.**

The **G-E Mazda** lamp has completely revolutionized store lighting—has already proven a tremendous factor in its power to attract people in many hundreds of leading stores.

The aim of every live merchant, store superintendent and window trimmer is—the **greatest efficiency** with the greatest **economy.**

The **efficiency** of the **G-E Mazda** Lamp is—that it gives nearly three times the light of tne ordinary carbon lamp.

The **economy** is—that it does this without adding **one cent** to your lighting bill.

Isn't it **obvious** why the demand for **G-E Mazda Lamps** is spreading to every city from Maine to California?

Not only two to three times the light, but better light and at no higher cost.

We have some store lighting facts and a live "show me" proposition for every merchant aiming at efficiency and economy in his store lighting.

Your request will bring it instantly. Simply state your business, the size of your store, and ask for an efficient lighting plan.

General Electric Company

SALES OFFICES IN THE FOLLOWING CITIES:

Atlanta, Ga.
Baltimore, Md.
Boston, Mass.
Buffalo, N. Y.
Butte, Mont.
Charleston, W. Va.
Charlotte, N. C.
Chicago, Ill.
Cincinnati O.
Cleveland, O.
Columbus, O.
Denver, Colo.
Detroit, Mich. (Office of Sol'g Agt)
Indianapolis, Ind.
Kansas City, Mo.
Los Angeles, Cal.
Minneapolis, Minn.
Nashville, Tenn.
New Orleans, La.
New Haven, Conn.
New York, N. Y.
Philadelphia, Pa.
Pittsburg, Pa.
Portland, Ore.
Richmond, Va.
Salt Lake City, Utah
San Francisco, Cal.
St. Louis, Mo.
Seattle, Wash.
Spokane, Wash
Syracuse, N. Y.

Principal Office: Schenectady, N. Y.

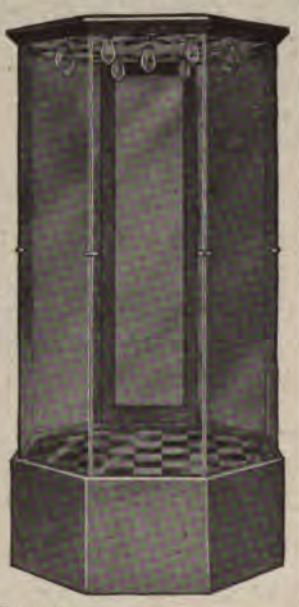
2642

Every Case a Novelty—Every Case a New Feature

Bartelstone All Glass Show Cases

Increase your sales by properly displaying your goods.

Get away from the stereotyped, old-fashioned case.



Our cases are thoroughly practical novelties, combining the most attractive, elegant appearance with the greatest adaptability for swell display.

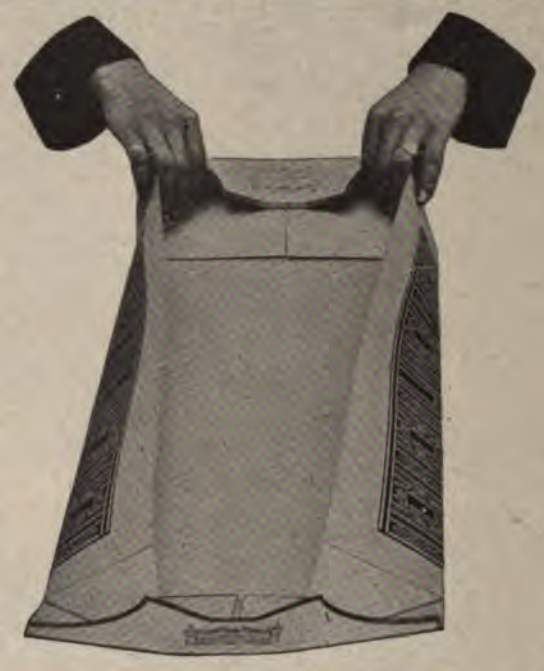
Catalogue on Request

Harris Bartelstone & Sons

Salesroom, 750 BROADWAY — Factory, 56-58 COOPER SQUARE

NEW YORK

"Quick-as-a-Wink" AUTOMATIC FOLDING BOX



THE CALL OF THE WILD

Is the call of those who have neglected to put in a stock of **"QUICK-AS-A-WINK"** to enable them to handle the summer rush in an adequate and up-to-date manner.

NOW THINK!

There is still a big slice of Summer yet and following that, the Fall. Don't delay. Send your order along to-day for this acme of packing perfection. Neat, attractive and pleasing, it has found a permanent home in every store that it has been installed in. Space, time and labor reduced to a minimum.

Get a Free Sample

It will be a genuine pleasure for us to send you one. Write to-day.

Grand Rapids Paper Box Co.

Grand Rapids - - - Michigan

We make a specialty of pants that retail at

$3.00, $4.00 and

$5.00 per pair

on which you can make a most excellent profit

Every pair is guaranteed

Samples cheerfully sent by express prepaid.

The Buckskin Breeches Company

Evansville - - - Indiana

Manufacturers of Guaranteed Trousers

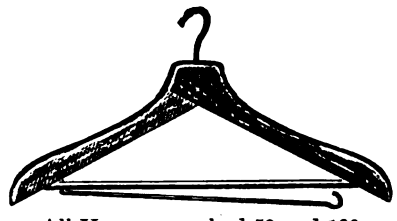
Double Bar, Polished Steel Tube Clothing and Overcoat Racks. Shipped knocked down and requires no skill or tools to set them up.

A ten-foot rack holds 150 full suits or overcoats.

Price, $12.50.

Suit Racks are 5 feet high. Overcoat racks 6 feet high.

Order One on Approval

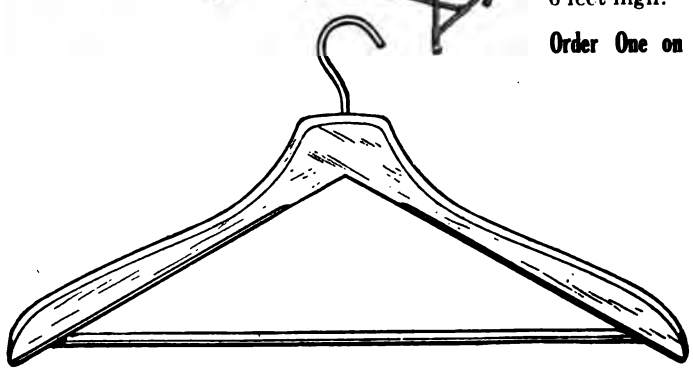


No. 54 Combination Suit Hanger with wire attachment to prevent trousers from slipping. $8.00 per 100.

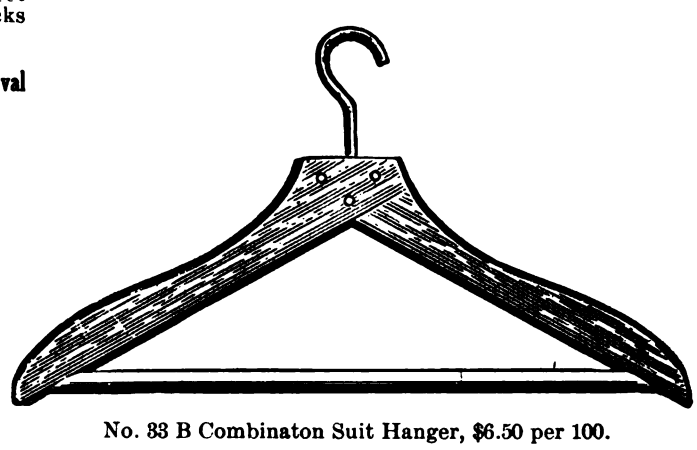
No. 54, Boys', 15 in. wide, $7.50 per 100.

All Hangers packed 50 and 100 crates.

For printing hangers we charge $1.00 for the first 100; 50 cents each additional 100.



No. 34 I.B. Combination Suit Hanger, $7.00 per 100.
No. 39 Overcoat Hanger, 20 in. wide (no bar), $6.50 per 100.



No. 33 B Combinaton Suit Hanger, $6.50 per 100.
No. 33 B Boys,' 15 in. wide, $6.00 per 100.

PROMPT SHIPMENT. SAMPLE BY MAIL FREE

Send for our New Catalogue No. 3

THE TAYLOR MANUFACTURING CO.

New York Office, 1235 Broadway **PRINCETON, IND.**

Davids' Letterine

A Water Color Ready for Use

For Years Acknowledged the Best for Show-Card Work

Rich, lustrous colors. Quick drying—can be blended to make any tint. For use with brush or pen.

	Quarts	Pints	½ Pints	
Put up in				
Prices, Black	75c	40c	25c	Six 2½-oz. Bottles, Assorted, in Box. Per Box, $1.00
White and Colors	$1.00	60c	40c	Prices of Brushes and Pens on Application.

To Any Ambitious Clerk

Who wants to get, easily and cheaply, a practical and complete

COLLEGE COURSE IN LETTERING, DESIGNING AND MAKING SHOW CARDS, ETC.

We recommend the purchase of a copy of

Davids' Practical Letterer

Contains 50 pages of engravings, illustrating alphabets, etc., 50 pages of instructive text.
This 100-page book handsomely bound in cloth cover, $1.00 postpaid.

All Goods F. O. B. New York } Address: THADDEUS DAVIDS CO.

Sold by dealers in Stationery and Art Materials

95 and 97 Van Dam Street, New York City

Royal Brand CLOTHES

The Clothes de Luxe FOR BOYS & CHILDREN

Carrollton System Clothes

THE HEIGHT OF PERFECTION for Young Men

We offer you, in the **Royal Brand** clothing for boys, the aid of years of experience and honest endeavor in the selection of **fabrics, patterns** and **designs** which are the most suitable for all occasions and conditions.

Royal Brand suits have style and "dash" peculiar to themselves and in the **higher ranges are tailored** as fashionably as the best men's garments.

Carrollton System Clothes

THE HEIGHT OF PERFECTION

Are distinctive for **excellence** of **design** and advance **style** ideas.
For **reliable** and **beautiful fabrics** and high grade workmanship throughout.
They reflect New York's latest and most authentic fashions and **live up to every expectation.**

Designed and Made by

Cohen, Endel & Co.

Sinclair Building, 752-754 BROADWAY, Corner of 8th St., NEW YORK

Monumental Custom Tailoring Co.

327 W. Baltimore St., BALTIMORE, MD.

The Pioneer Exclusive Tailors to the Trade

Our success founded on Values and Promptness.

One price to every agent, large or small.

Premiums to none.

Fall and Winter sample outfit now ready.

We Want One Responsible Merchant in a Town.

THERE MUST BE A REASON

Argood Brand

Why Our Business has assumed the ***large*** proportion it has.

IT IS

because ***we Manufacture*** a ***line*** of ***Clothing*** for ***Men*** and ***Young Men*** to ***please*** the ***Masses, not*** for the ***Classes,*** and ***we know*** what the ***average*** customer wants to pay for a ***good, serviceable Suit,*** which is

$10.00 $15.00 $18.00 $20.00

In conformity with this demand, ***We produce a Line of Clothes*** ranging from

$6.75 to $12.50

We are in a position to produce the ***best*** garments in this range of prices of any manufacturer in this ***country.***

WHY? ***Our tailors*** are taught ***how*** from the cradle up, from ***generation*** to ***generation.*** ***Our tailors*** are ***housed better, live better, paid better*** than in any other markets. No ***sweat shops,*** no ***strikes.*** Everybody working in ***harmony.*** **THAT'S WHY.**

Mr. Retailer, ***We*** have ***solved*** the ***Problem.*** Let us prove it to you. We manufacture the strongest line of goods on which you can realize the ***best profits*** in ***America,*** by writing for samples, charges prepaid, or drop us a postal, asking us to have ***Our Representative*** call on you.

Argood Brand

The Harburger Bros. Clothing Co.

Argood Brand

PEARL AND RACE STS.

CINCINNATI, O.

FOLDS AND FITS THE SUIT-CASE

Made by *Beehler* of Baltimore

Show this Beehler Folding Umbrella in your store or window, for just a dollar bill, and it'll be like molasses and flies.

This is the biggest umbrella-selling proposition that your eye ever lit on.

It's strictly a quality umbrella—strong, staunch, serviceable—with a perfect folding device.

You don't have to talk *this* umbrella. It sells itself.

You know perfectly well that it's come to the point that men *will not* take an umbrella along simply for the fear that it may rain *next day*. If it's rainy to-day, they hoist the umbrella. But if they're going on a trip for a day or two—why the umbrella's too clumsy—leave it behind.

Beehler has learned this lesson that you as a retailer will learn. And he's made an umbrella that is not only serviceable every rainy day—but besides—

You slip out the handle, unscrew the tip, and into the suit-case it goes. A 26-size umbrella in a 24-inch suit-case, a 28-inch umbrella in a 26-inch suit-case.

Beehler has been making umbrellas for 82 years—grandfather, father and son—and always *quality* umbrellas. They have made many improvements in umbrellas, and now have in the new Beehler Folding Umbrella the *perfection* of overhead protection.

The Beehler Folding Umbrella is free from any complicated or cumbersome parts. The folding rod is simplicity itself. The tip merely unscrews and folds back over the cover; and the handle fits in with a spring that holds it securely.

With the handle attached, and the tip screwed into place, the rod of this umbrella is re-inforced and doubly strong. Every Beehler Umbrella, whether $1.00, $2.00, $5.00 or $25.00, has this perfect folding construction.

Read this description of the Beehler Umbrella made to sell for $1.00, which appears in our extensive advertising campaign:

A well-finished taped edge, American taffeta, practically untearable, and guaranteed water proof. This durable and dependable cover on the Beehler standard frame of strongest steel, with broad-backed ribs, rubber enameled, brass joined and rustless, as strong, weather-resisting and long-lasting as any umbrella at *any* price. Yet this folding umbrella retails for $1.00.)

It is the best umbrella proposition you ever heard of. Get in to-day. Write Beehler, and get a dozen of these umbrellas for trade-makers for $10.00 a dozen; $9 00 in nine dozen lots. If you mention Men's Wear, we will take an order for a sample dozen at the long price of $9.00. But order to-day, and get all the advantage of the big advertising campaign that we are carrying on in The Saturday Evening Post, and other publications.

William Beehler, Baltimore, Md.

THE OLDEST UMBRELLA HOUSE IN AMERICA. FOUNDED 1828.

Men's Clothes Have Changed Since Caesar's Time

FIFTY-SEVEN generations have come and gone since Caesar trod the Roman Forum. The pillars against which he leaned still stand, the thresholds under which he passed are there, and today the pavements ring beneath your feet as once they rang 'neath his.

The world never changes—only Man does. And as Man evolves, so does Style. Never in the history of the world has so much style, thought and care been infused into men's garments as in

Outlet System Clothes

ranging from $8 to $16. Not one grudging stitch—a benediction in the Art of Clothes Making. Tailored by artists, not with paint and brush, but with needle and thread. A harmony in stitch, style and service—and accompaniment to the music of your cash register. Get in touch with the folks that make them. Address the postal thus:

LEVY & MARKOWITZ

718 Broadway New York

CHICAGO-NEW YORK AERO RACE

Fourteen Pages of Text and Pictures Describing This Great Sixteen-Hour Race From Grant Park, Chicago, to Madison Square, New York.

Report
By KIRK O'DELL
Special Representative of the Retailers' Newspapers
MEN'S WEAR and
CHICAGO APPAREL GAZETTE
(Issue July 20, 1910)

CHICAGO-NEW YORK AIR LINE, RECORD FLIGHT MADE IN 16 HOURS--SAME DAY!

Memorable Flights of Wright, Curtiss, Hamilton, Zeppelin and Other Famous Aviators Are Now But a Memory

---

"ELECTROPLANE" SETS NEW PACE

Five Airships Enter Trade-Journalistic Long Distance Flight on Wednesday, July 18th, 1912

THESE NEW TYPES

"Octoplane" (O. P.), "Quadroplane" (Q. P.), "Rara Avis" (R. A.), "Torpedo Flyer" (T. F.) are Representing Four Respective Trade Journals, and the Latest Evolution, "Electroplane," is Sponsored by

MEN'S WEAR

The Retailers' Newspaper

CHIEF POINTS	TIME	STOPS	NET TIME
Chicago to Buffalo	9 Hours 30 Min.	1 Hour 55 Min.	7 Hours 35 Min.
Buffalo to New York	6 Hours 30 Min.	50 Min.	5 Hours 40 Min.
Chicago to New York	16 Hours	2 Hours 45 Min.	13 Hours 15 Min.

Average—72 Miles Per Hour Chicago to Buffalo
Average—78 Miles Per Hour Buffalo to New York

CHICAGO

AERO RACE

NEW YORK

WEDNESDAY, JULY 18TH, 1912

Five Flyers Leave Grant Park, Chicago, at 7 A. M.
Winner: MEN'S WEAR Triple Screw "Electroplane"
Reaches Madison Square, New York, at 12 Midnight

By KIRK O'DELL
Special Representative of the Retailers' Newspapers
Copyright, 1910, by Fairchild Company

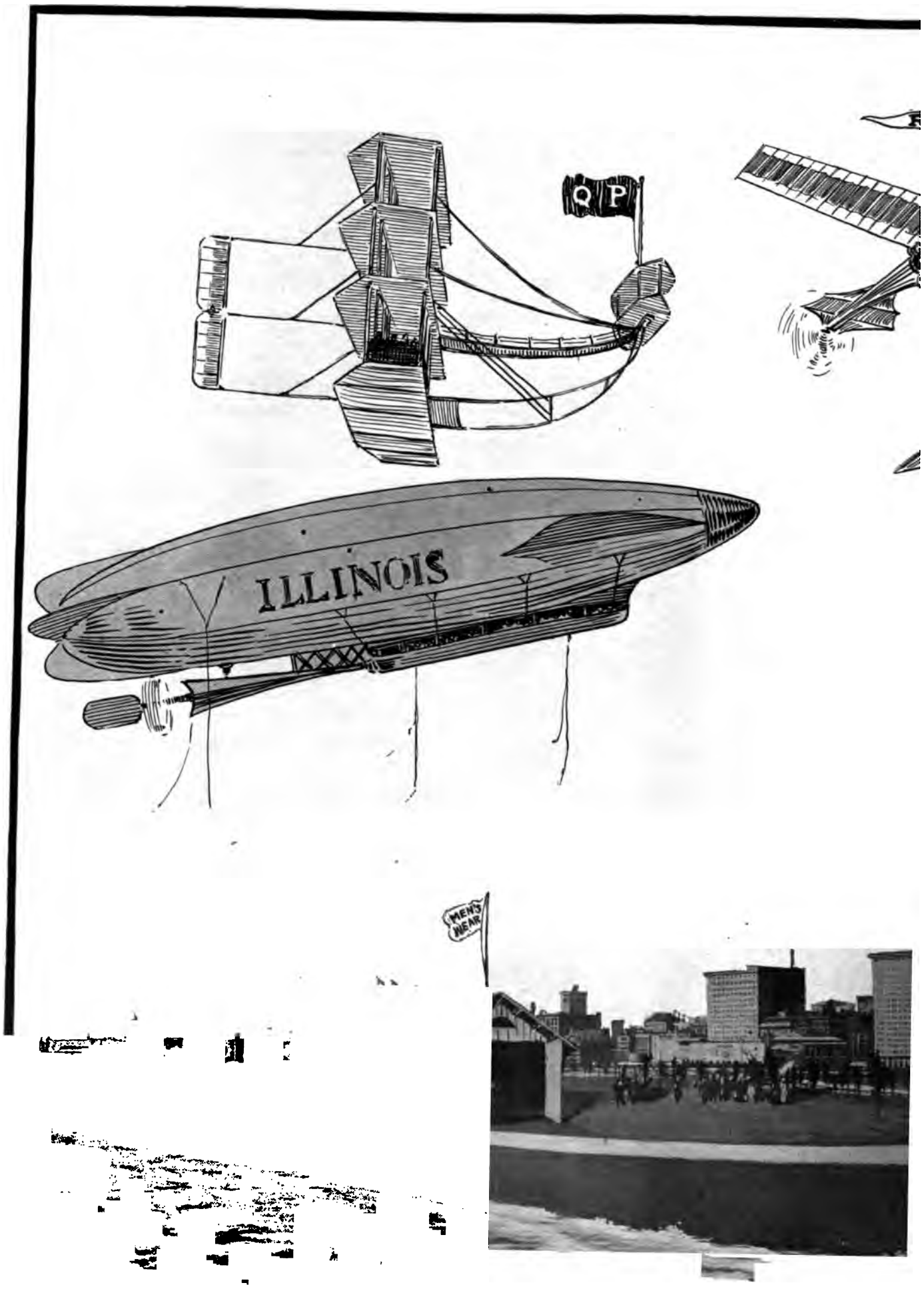
PRESS AIRSHIP "ILLINOIS," July 18.—A wonderful morning for the event of the age. The Lake Front is thronged with people who have been up all night. The police and militia have their hands full to keep order. The Flyers are ready for the start.

Just as the clocks were striking seven—the factory whistles shrieking—the signal gun from Grant Park boomed!! The five Flyers rose in the air, followed by the "Illinois."

It had been arranged that the press representatives should follow the race by a relay of airships waiting for them at the different stopping places—the final stretch to be covered by special electric train, which would bring the newspaper men to Madison Square ahead of the winning Flyers. - - - - - -

The schedule called for 60 miles an hour for the first lap of the journey—this was closely adhered to. At 7:50 a. m. LAPORTE was passed at an altitude of 200 feet, so that the cheers of the assembled crowds were plainly heard. We sailed over SOUTH BEND at 8:20 a. m., and next came ELKHART at 8:45.

THEY'RE UP! SAILING EAS



The Start — Grant Park

BOUND FOR NEW YORK!

Chicago, July 18th, 1912. 7 A.M.

OUR FIRST STOP, Kendallville, was reached at 9:22 a. m., the 142 miles Being Made in 2 hours 22 min. at 60 miles per hour. The entire population was out on the great field. School children, bands of music and societies were there to greet the Chicago Flyers. The mayor made a speech.

At 9:57 a. m. the journey was resumed. After passing DELTA at 10:40 a strong wind developed, pushing us along at a great rate. We flew past TOLEDO at 11:10 and reached NORWALK just as the bells were striking 12 noon, landing at the next stopping place, ELYRIA, at 12:21 p. m.; the run of 190 miles was made in 2 hours 24 min. at the rate of 80 miles an hour. A sumptuous lunch in regular picnic style was spread under a great tree. In 30 min. we were ready. Press Airship "Indiana" was boarded by the correspondents and at 12:51 p. m. we were off again with the Flyers.

So far this wonderful trip had been made without accident—but as we began to ascend over CLEVELAND at 1:10 p. m.

There was a rumbling] noise close by—
"Quadroplane's" gas tank had exploded!!

It was all over in a few seconds. Just a—Puff! Puff! and there were but *four* contestants left to make their way to New York on this wonderful Aerial Journey. On we went, East, East.

We reached PAINESVILLE at 1:40 p. m; and as we now began pointing in a more northerly direction, strong head winds were encountered, making our speed somewhat slow—

We Were Over Lake Erie.

Passing Cleveland—1:10 P. M.

MEN'S WEAR.

THE great lake shone like metal underneath us. ERIE was passed over at 2:30 p. m. Here was a repetition of great ovations on the part of the populace as we flew over the town at an altitude of 600 feet. We were now nearing our third stopping place,

DUNKIRK, landing at 3:11 p. m.—the run of 168 miles was made in 2 hours 20 min. at 72 miles per hour. The strong wind had raised havoc with the motors of most of the Flyers. Everybody got busy fixing things up.

Dunkirk was out in full force to do honor to the occasion. Bevies of girls dressed in snowy white were on the field with refreshments and floral offerings for the aviators. The Correspondents unanimously voted the Dunkirk girls "Peaches and Cream" just before boarding the Relay Airship "Ohio."

The signal to let go came at 4:01 p. m. and up and on we went. As we were rapidly approaching BUFFALO, we ascended to a height of 2,100 feet to avoid trouble—but another of the Flyers was hors de combat!

Down, down, she pointed. "Octoplane" had lost control and was surely making a dive into Lake Erie

We flew over BUFFALO at 4:30 p. m., Central Time, then set our watches forward to 5:30 p. m., Eastern time. We were now watching the three remaining Flyers closely—the two accidents had got on our nerves.

Yes, it was a wonderful sensation to be sitting here in the big "OHIO" hundreds of feet up in the air, as comfortable as on a great Steam Yacht reporting a yacht race. These big relay airships are an improvement on the plans of the German inventor, who two years ago built a Wooden Hull for his transatlantic Airship,—Click! Click! r-r-r-r-r!

There goes the "Aero Wireless"

Passing Buffalo—4:30 P. M., Cent. Time
5:30 P. M., East. Time

MEN'S WEAR.

OUR Airship and its sisters have ribs of a new metal that is firmer than Bessemer, yet only of the weight of Aluminum. The covering of the Hull is virtually of "Paper" --that is, a composition of Chinese Wood Pulp--entirely non-porous, indestructible and featherweight.

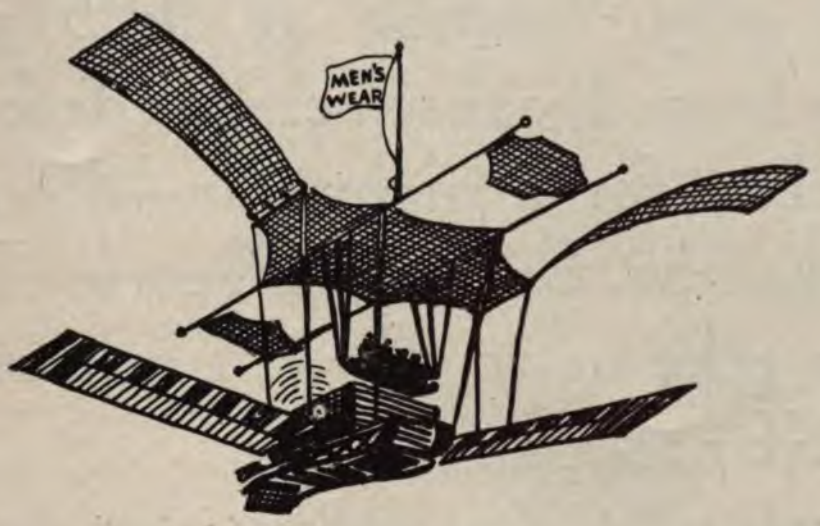
The three Racers ahead of us are also entirely Advance types, their names being thoroughly descriptive—R. A. with its Bird-like Wings, T. F. with its torpedo shape—and MEN'S WEAR "Electroplane," the first flying machine propelled by electricity and triple screws. The storage battery and motor is the invention of a Rochester clothing man, and as we had just passed BATAVIA at 5:55, we were preparing for the ovation at the Hometown of the inventor. ROCHESTER hove in sight at 6:25 p. m., but our gait was too swift to notice much. Just as everything appeared tip top—

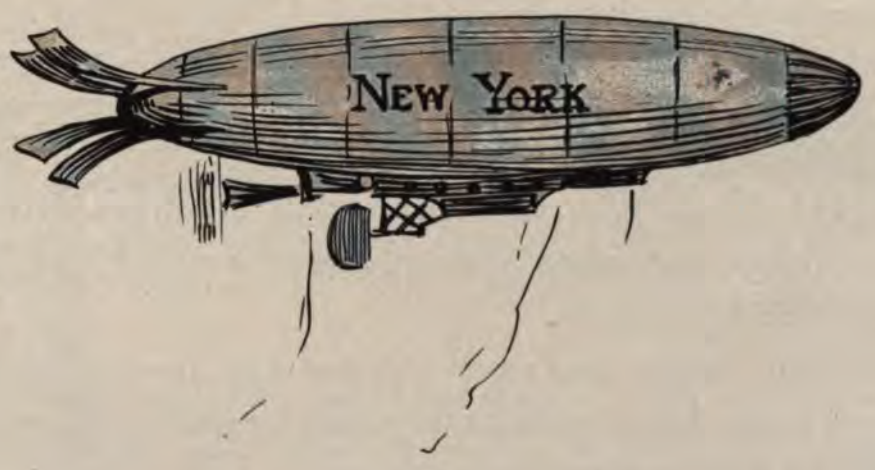
R. A. gave the signal of distress. A Wing had broken—and "Rara Avis" was dropping out of the race.

T. F. and MEN'S WEAR were the only contestants left. It was a sight never to be forgotten to watch those two "man-made" comets shooting through space toward New York.

LYONS, the fourth stop, was reached at 6:55 p. m., making the 144 miles in 1 hour 54 min. at the rate of 76 miles per hour. The sun was setting rapidly as we boarded the "New York," the last of the Relay Ships, and cast off! It was just 7:25 p. m. when we rose and started on the home stretch. SYRACUSE was passed at 7:50. Flashlights playing on us from below—Bells ringing and whistles shrieking—a repetition at UTICA at 8:30 p. m.

Here We Dropped "Press Bombs."





Passing Rochester—6:25 P. M.

WE were approaching AMSTERDAM, our last stop, landing at 9:25 p. m. The 160 miles from Lyons were made in just 2 hours. Not bad for a night run--80 miles an hour. Here the Special Electric Train was waiting to take us to New York at 100 miles an hour, if necessary.

Final start was made at 9:45 p. m., we flying along the tracks below, "Torpedoflyer" and "Electroplane" up above, scudding past and through the clouds, the "man in the moon" probably wondering who they were. We kept on toward Albany, while they kept north to TROY. It was just 10:20 p. m. when a terrific crash resounded through the night air—

"Torpedo Flyer" had made a Hamiltonian dip and collided with a chimney, leaving MEN'S WEAR "Electroplane" alone for the finish.

At 10:25 p. m. the wonderful machine joined us at ALBANY, and from there we sped South together to POUGHKEEPSIE, reaching there at 11:02 p. m.

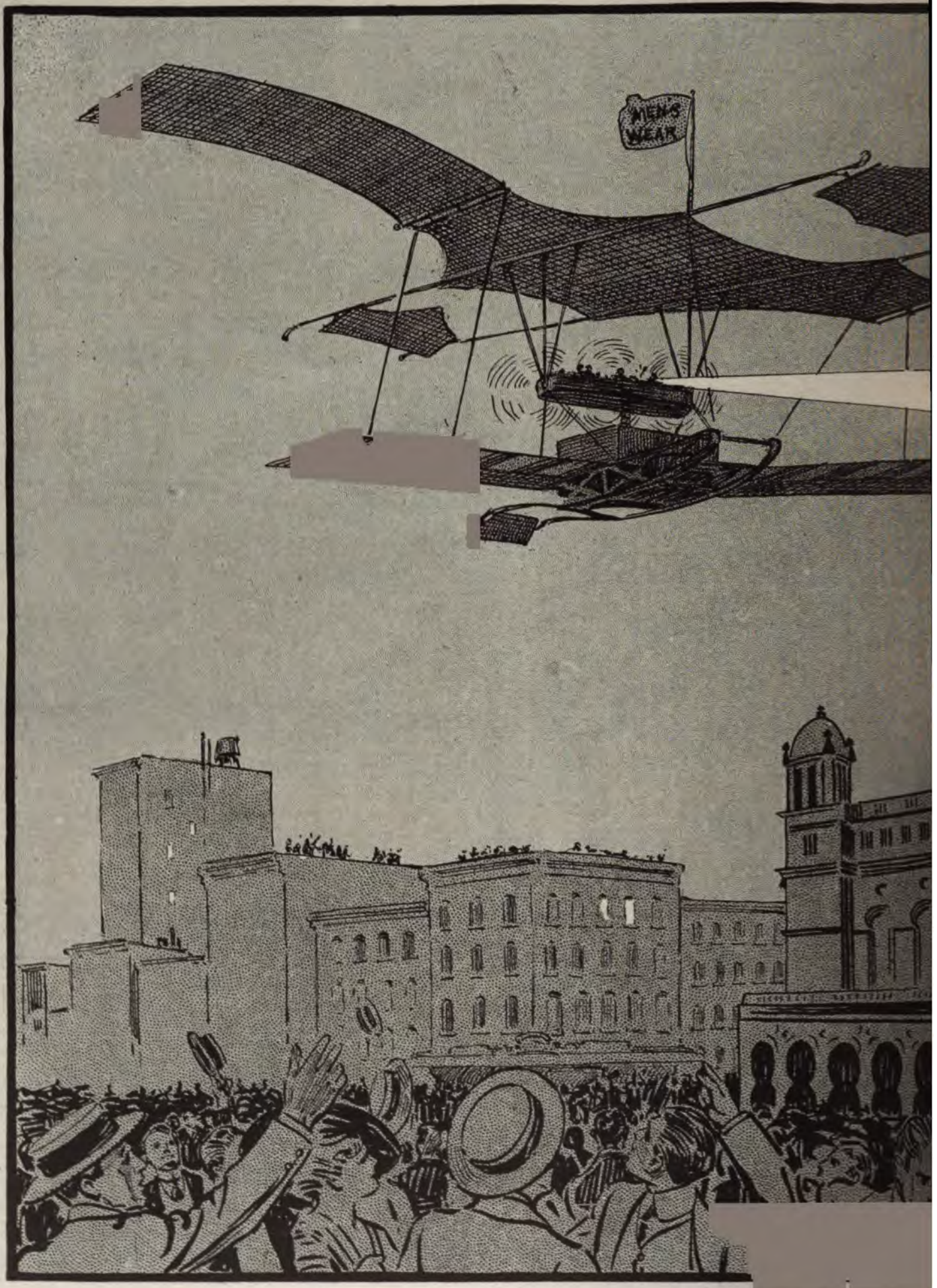
Our engineers now pushed the levers of the giant Electromotive over to the limit and at terrific speed we covered the distance of 74 miles to Lexington Ave. Station. The Press Autos were waiting—we jumped in and reached Madison Square at 11:40 p. m. Report had come from OSSINING at 11:35 that "Electroplane" passed and just then KINGSBRIDGE reported: 11:42—MEN'S WEAR.

All of a sudden there was a hush, as the tremendous gathering around Madison Square Garden, looking north up into the dark sky, saw the Wonderful Flying Machine coming along like a meteor. Just as the clocks began striking the midnight hour, MEN'S WEAR circled the tower, completing the trip from Chicago in

Sixteen hours—same day!

Passing Troy — 10:20 P. M.

MEN'S WEAR "ELECTROPLANE"



The Finish — Madison Square

THE WINNER IN 16 HOURS!!!

New York, July 18th, 1912. 12 Midnight

American Woolen Company

William M. Wood, *President*

Shawmut Bank Building, Boston, Mass.

MILLS	ADDRESS	MILLS	ADDRESS
WOOD WORSTED MILLS,	Lawrence, Mass.	KENNEBEC MILLS,	Fairfield, Me.
AYER MILLS,	Lawrence, Mass.	OUNEGAN MILLS,	Old Town, Me.
WASHINGTON MILLS,	Lawrence, Mass.	MANTON MILLS,	Manton, R. I.
NAT'L & PROV. MILLS,	Providence, R. I.	ANCHOR MILLS,	Harrisville, R. I.
SARANAC MILLS,	Blackstone, Mass.	BURLINGTON MILLS,	Winooski, Vt.
FULTON MILLS,	Fulton, N. Y.	CHASE MILLS,	Webster, Mass.
ARDEN MILLS,	Fitchburg, Mass.	BROWN MILLS,	Dover, Me.
BEOLI MILLS,	W. Fitchburg, Mass.	RAY MILLS,	Franklin, Mass.
RIVERSIDE MILLS,	Olneyville, R. I.	WEYBOSSET MILLS,	Providence, R. I.
ASSABET MILLS,	Maynard, Mass.	BALTIC MILLS,	Enfield, N. H.
SAWYER MILLS,	Dover, N. H.	MOOSUP MILLS,	Moosup, Conn.
BAY STATE MILLS,	Lowell, Mass.	LEBANON MILLS,	Lebanon, N. H.
BEAVER BROOK MILLS,	Lowell, Mass.	VALLEY MILLS,	Providence, R. I.
VASSALBORO MILLS,	N. Vassalboro, Me.	PROSPECT MILLS,	Lawrence, Mass.
PURITAN MILLS,	Plymouth, Mass.	HECLA MILLS,	Uxbridge, Mass.
ANDERSON MILLS,	Skowhegan, Me.	ROYALSTON MILLS,	So. Royalston, Mass.
INDIAN SPRING MILLS,	Madison, Me.	WINOOSKI RIVER M'LS,	Winooski, Vt.

American Woolen Company

New York Sales Offices

126-128 Fifth Avenue

J. CLIFFORD WOODHULL, Selling Agent; FRANCIS R. MASTERS, Associate Selling Agent

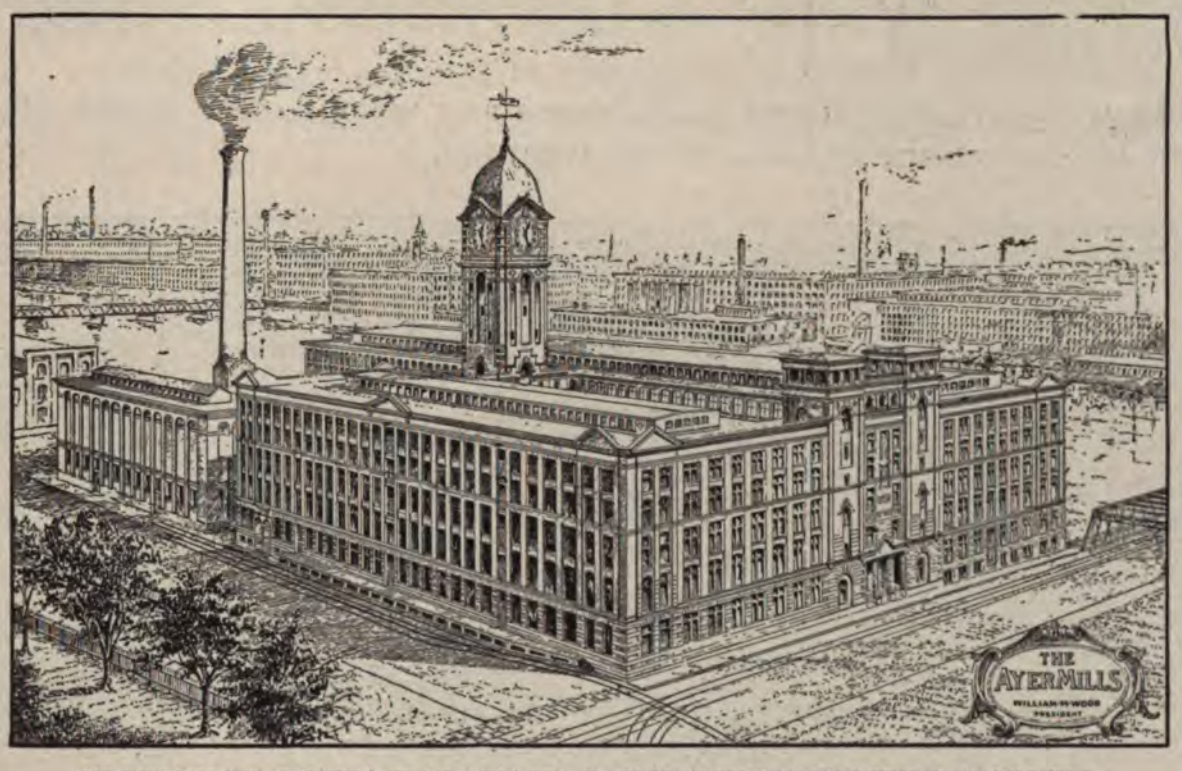
GRANT S. KELLEY, New York, JOHN W. BURROWS, New York, R. N. ARMS, New York, Assistant Selling Agents

The Washington Mills, Lawrence, Mass.

The operating equipment of the American Woolen Company consists of 9,000 looms, 325 combs, 775 sets of cards and 600,000 spindles, and the total output of all classes of fabrics is 50,000,000 yards annually.

This company produces 60,000 different styles and fabrics each year, covering the demands from all classes of the cutting-up trades and is the largest producer of woolen and worsted fabrics in the world.

The policy of the company's management has ever been to offer the best possible fabric values which the market affords.



The New Ayer Mill as it Will Look when Finished. To Be the Largest Worsted Yarn Mill in the World.

THE "OVAL." A Group of American Woolen Company Tenement Houses at Lawrence, Mass.

Ever since the company's inception careful attention has been paid to the welfare of its employees, which number in excess of 30,000. This means that fully 150,000 people are dependent upon the American Woolen Company for a livelihood.

In successfully dealing with the problems of housing this large number of people as well as in providing for their health, comfort and safety while at work and the enjoyment of their leisure hours, this company is a prominent example among the large manufacturing organizations in this country.

Several model villages, composed of both tenement and detached houses, have been built up around the various mills. These houses are let to the employees at far less than the usual rentals.

Restaurants, reading rooms, club houses and various other phases of welfare work have all received the attention of this company.

The Wood Mills, Lawrence, Mass., Largest Worsted Mill in the World.

William M. Wood,
President of the American Woolen Company

American Woolen Company leads the world to-day, **not** only because of its enormous and varied output of woolen and worsted cloths, but by reason of the splendid organization in every department which has made this output possible.

American Woolen Company's departments are under the control of widely recognized experts, from the purchase of raw wool, machinery or supplies in the markets of the world to the sale and distribution of its finished fabrics.

American Woolen Company is by far the largest wholesale purchaser in the industry, as it is the leading wholesale distributor, thus insuring the greatest possible economies of operation, maintenance and sale.

American Woolen Company's new mills are the largest and best equipped woolen and worsted plants in the world—its older properties are kept up-to-date by the constant introduction of modern machinery and the adoption of the most approved methods of operation.

EXCEPTIONAL

care and prudence, together with years of experience as specialists, were exercised in threading our way through the maze of perplexities incidental to selecting at the beginning of the season from the offerings of new loomings. As the result, the line

For Fall, 1910

OF

Flat Iron Brand Trousers Now Being Shown

is just as attractive and worthy of inspection as in other seasons and fully up to the standard of our past performances.

It will pay you to come and investigate the merits of the make-up, fit and finish and the taste exercised in pattern selection. Moreover, the Flat Iron Brand Trousers are **made up your way,** that is, waist and inseam combinations are exactly what you order. If not on our regular list, write us to have a salesman call or to send

Samples, Express Prepaid

If because of any defect of make or wearing qualities a purchaser return a pair of **FLAT IRON BRAND,** we will replace it with another pair or give the retailer credit for the price paid.

Prices Range $1.37½ to $5.00

Regular dating and discounts

"FLAT-IRON BRAND" TROUSERS, Manufactured and Guaranteed by

BLOCH BROS. & KILPATRICK

17-19 Waverly Place, New York

It Fits the Collar
It Cannot Slip
It Almost Ties Itself

The Good Form Tie

THE ORIGINAL TAB TIE

IN

BLACK SILKS

Can NOW be had to retail

AT

FIFTY CENTS

The Stag Brand

32 Union Square, East

RELIANCE BUILDING

New York

A Simple Problem in Arithmetic

Number of yards of webbing consumed in making 1 doz. pairs of suspenders 22

Average cost per yard of webbing used in the manufacture of "WHIZ" Suspenders . 7c

Average cost per yard of webbing used in the manufacture of suspenders **advertised at the expense of the consumer** 5½c

Difference favoring "WHIZ" quality, per dozen pairs..... 33c

Result of "Whiz" Quality and "Whiz" Construction. Your Suspender Business

HARRIS SUSPENDER CO.

138-140-142-144-146 West 14th Street

MAKERS

NEW YORK CITY

EAGLÆ BRAND CAPS

"THE CAPS THAT THE YOUNG FELLOWS WEAR"

Let us send you this attractive and forceful Oil Painting to help you push the sale of your caps

The Cap illustrated in the poster is the "Gaylor," the big shaped **EAGLÆ BRAND** *golf with the long square visor*

A *Real Live Man* Giving a *Real Live Yell*

A hard, intense looking face, isn't it---but it's *real,* and looks like a *man* looks when he is yelling for his home team.

AND THE CAP---it's no artist's fanciful illusion---but a *real* cap---AN **EAGLÆ BRAND CAP** --- an absolutely the *right* shape for Fall.

It's loose and full, and has the Big Square Visor that the Young Fellows are clamoring for---and that Young Fellow's trade is the *trade that counts.*

The patterns---well, shepherd plaids are going big, but we have a number of other shadings in greys and browns that are dandies.

WRITE US FOR A FEW DOZEN OF the "Gaylor" in the new shadings to retail for 50c, $1.00 and $1.50, and we will send you this *forceful, attractive* window card and another handsome oil painting to help you push the sale of **EAGLÆ BRAND CAPS**.

WHEN YOU CONSIDER CAPS—CONSIDER CINCINNATI

Chas. Tobias, Bro. & Co.

Cincinnati

H&M DE LUXE

Foreign Novelties

personally selected by our Mr. Al. Hermann, just returned from abroad, are some of the powerful attractions in our new fall line. Among them are

Knitted Waistcoats

in handsome colored effects.

Waistcoats For Day

and evening wear in washables, flannels, silks, etc.

Bath Robes

from blankets specially woven to our order.

Smoking Jackets

the most interesting collection we have ever produced.

Lounging Robes

confined patterns in comfort-giving designs.

Slip-Ons

in sightly, serviceable fabrics.

Write us for samples.

HERMANN & MONHEIMER

ORIGINATORS & MAKERS

729 Broadway **NEW YORK**

Exposition Of Trouser Triumphs

In years gone by trousers were a commodity only. To-day they are Art, the survival of the fittest.

P. V. SYSTEM College Cut TROUSERS JEROME PEAVY MAKER NEW YORK

College-cut trousers have demonstrated to hundreds of merchants the necessity of handling standard merchandise, therefore it behooves those that are not our agents to add to their list of ready sellers a line of College cuts, which will be sent on request. Ask for new Model T; it is absolutely unique; nothing similar shown by any other house.

JEROME PEAVY

35-37 East Tenth Street **NEW YORK**

Jos. Demarest
18 Broadway
7 1/16-7/16

L. M. Sweet
18 Broadway.
7-

R. M. Cozens
73 Bridge St
7-

L. M. Mc Bennett
502 Pine St.
6 3/4

John Reilly
101. E. 18 St
6 7/8

J. M. Mastero
24 State St.
6 7/8

J. L. Wheeler
402 Spruce St.
6 3/4

Jos. M. Smythe
18 Park Pl.
7-

B. Stamberg
701. E. 10 St.
6 7/8-

R. Maspero
2 West 4th St.
6 1/2

Jos Stanley.
7 Washington Pl.
6 3/4

FEATHERLIGHT HATS

Make These Conforms Unnecessary

Our "Featherlight" Derbies are rapidly replacing conformateurs. They eliminate the trouble and uncertainty of conforming hats by machine pressure and save the dealer time and expense.

"FEATHERLIGHT" are Flexible, Self-conforming hats. They possess all the advantages of the finest Flexible Stiff Hats and will fit any head accurately and comfortably at the very first trial—they will conform to the shape of any head without altering the style and give permanent ease and satisfactory wear.

They are $24.00 per dozen, and a postal will bring samples to your store without cost to you.

"Bendable Fabric" Hats	-	**$15.00 per doz.**
Featherlight Hats	- -	**$24.00 per doz.**

J. KRISES COMPANY

Chicago Salesroom - - 185 Dearborn St.
New York Salesroom - - - - 13 Astor Place
FACTORY, FALL RIVER, MASS.

Paul Myers
318 W. B'way.
6 3/8

Samuel White
18 Arcade St
6 7/8

John Dillon
841 Market St
7 1/8

M. Lindsey
18 Washington St
7-

Malcolm Taylor
713 Vesey St
6 7/8

AMERICAN INDUSTRY

D.C.M.Co.

TRADE MARK

REGISTERED

OUR salesmen are now in your territory with a complete line of caps for the coming fall and winter season 1910. We will bring to your door a complete line of Headwear, to meet all requirements. If our representative overlooks you, drop us a card and we will have him call; or we will be pleased to send you samples.

DETROIT CAP MFG. CO.

DETROIT **MICHIGAN**

The "WISHBONE" Hangers
(Reg. Trade Mark)

THE

"WISHBONE"

HANGERS.

A Great Success.

As it is really the first and only humanly shaped hanger ever produced. Therefore it holds a coat as good or even better than the human figure.

Because of the peculiar way they nest coats together, more garments can be hung in a given space than with any other hanger.

Everybody seems to like them, judging from the many thousands we have sold and from the many duplicate orders we are receiving for them.

There is no question but that you can systematize and beautify your clothing department, as well as increase your sales, by adopting my clothing cabinet system complete. My latest improved A-1 Carriers and these humanly shaped "WISHBONE" garment hangers have certainly solved the clothiers' greatest problem.

FREE SAMPLES SENT BY PREPAID EXPRESS ON REQUEST.

Also free plans and specifications furnished if you wish to have your cabinets made in your home town, or we can furnish the cabinets complete with fixtures from here or through our various show case and cabinet manufacturing agents located in different parts of the country. We guarantee all our latest improved fixtures.

JOHN THOMAS BATTS

GRAND RAPIDS **MICHIGAN**

"TWICE THE WEIGHT"

(MEANS)

"TWICE THE WEAR"

ZICK USES 4-Ounce BAG LEATHER

OTHERS USE 2-Ounce CASE LEATHER

CATALOGUE FOR THE ASKING

JOSEPH ZICK, **Rochester, N. Y.**

Do You Want to Do More Business?

Then send for the Fall and Winter 1910-11 edition of

"BUSINESS BUILDING ADS"

THAT WILL SELL GOODS

If you want to be ***the one merchant*** in your town to have these ads, drop me a line today.

I SEND THE ADS ON APPROVAL

If you want to keep them, send me $2 within five days. If you do not want them, just mail them back. Write today—right now, before you forget it, to

VERN C. DIVINE

Business Builder

111 E. Liberty St. **Belding, Mich.**

SAND is a good thing to put
into a Tailoring Business,
but a bad thing to put under it.

"The Garments
Must Be Right".

TO RETAILERS WHO HAVE THOUGHT OF, BUT NEVER TRIED A CUSTOM TAILORING DEPARTMENT!

DON'T DO THIS!

Don't add a weak department, devoted to cheap tailoring, because you'll never push it and it will crowd you.

Don't fancy that there is any considerable demand for cheap tailoring. There isn't. Good "ready-mades" have taken it away.

Don't go into the Tailoring Business, unless you are sure you will be "in right" -- that you have the right line with the right organization to guide you aright.

DO THIS!

Get the best Tailoring Line, *The* GLOBE TAILORING LINE -- and set your quality mark high.

Get a reputation for extremely high-grade hand tailoring -- GLOBE TAILORING will give it to you and hold it for you.

Get a name for having unusual patterns and fabrics -- GLOBE PATTERNS AND FABRICS -- for that means exclusiveness and exclusiveness is the backbone of every tailoring business.

Have your customers look to you to set the standard in quality -- GLOBE QUALITY -- and in refinement of detail and finish -- in the little things that make the big difference in custom tailoring.

Fall and Winter Sample Lines will be ready by July 1st. Write for yours immediately, as we can only take care of a limited number of applications.

The GLOBE TAILORING CO.

CINCINNATI, OHIO

SALESMEN WANTED

to sell

SNELLENBURG CLOTHES

We have territory open in OHIO—INDIANA—ILLINOIS—MISSOURI—MIDDLEWESTERN and NORTHERN STATES.

Will consider local representation in BUFFALO—CLEVELAND—CINCINNATI—CHICAGO and ST. LOUIS.

Representative salesmen can build up a large business in the above territories by handling our line of

Clothing for Men and Young Men at $7.50 to $20.00
Clothing for Boys and Children at $2.75 to $10.00

The greatest line of popular priced high-class clothing in the market. Merchandise of Excellence and Value made in our own shops.

Good Proposition to Salesmen Who Have Established Trade

Apply to

The Snellenburg Clothing Co.

Broad and Wallace Streets

(New York Office at 838 Broadway) **PHILADELPHIA**

THE HOUSE THAT'S AWAKE TO THE SLEEPER'S WANTS

We are **EXCLUSIVE Pajama** and **Night Robe manufacturers,**
showing **different materials** and **larger varieties** of style and novelties
in **Men's, Ladies'** and **Children's Pajamas** than any other house.
While in the market we would be pleased to have you call,
as we can show you goods, at popular prices, not to be found elsewhere.

THE **Goodnight** BRAND
PAJAMAS and NIGHT ROBES

Goodnight Robe Co.
54-56-58 East 9th Street, Near B'dway
NEW YORK CITY

Raincoat Specialists

Another and Still Better Move!

To facilitate the handling of the fast increasing business of

The Success Brand

"Cravenette"
RAIN & OVER COATS

We have moved from the N. W. Corner of Fourth and Race Streets to more Spacious Quarters located at

Nos. 706-8-10 Market Street

LOUIS SHULMAN & BRO.

"The Raincoat Specialists" **Philadelphia**

While you are in NEW YORK call on us. We will both profit by it. We are located at
640 BROADWAY

The Best Trousers

In the World

ARE MADE IN

Fredericksburg, Va.

Sold from Loom to Retailer

First in Wear!
First in Price!
First in the Choice of Our Customers!

Washington Trousers

WASHINGTON WOOLEN MILLS CO., Inc.

FREDERICKSBURG, VIRGINIA

Representative or Samples at Your Command

Corliss-Coon

TRADE MARK

THE much-talked-of Brand of Collars.

¶ Men everywhere—young and old—for many years have written to Corliss, Coon & Co. for their Style Book. ***One*** of the results of good consistent advertising.

¶There is a short talk to Collar Wearers on the first page of our New Book.

¶This is what we have to say on that first page:

THERE are many logical reasons why Corliss-Coon Collars should give you, the wearer, that high degree of satisfaction which you constantly seek, but too often fail to find. Back of the spotless white and perfectly laundered product which your furnisher hands you from the box, are innumerable painstaking processes which mean everything in the subsequent life of the collar. Our great sunlit factory, picturesquely located, with perfect cleanliness pervading every corner, is just such a place you would expect such collars as ours to be made. The "better collar" idea is constantly felt by every operative in the factory, and in itself is a vital factor in maintaining our high quality standards.

We are equipped in the most modern manner, but still with an adherence to certain of those hand methods of making which have always characterized the highest grade collars. Modern ingenuity has supplied machinery to replace hand work, but only at a sacrifice of much that constitutes real collar satisfaction. While most other collars are now "machine made," we, holding to old-time quality ideals, have also held to those important hand methods. Corliss-Coon Collars are indeed such collars as to lay claim to your preference.

Corliss, Coon & Co.

Makers of "Better Collars"

New York Chicago Boston Baltimore St. Louis Troy, N. Y.

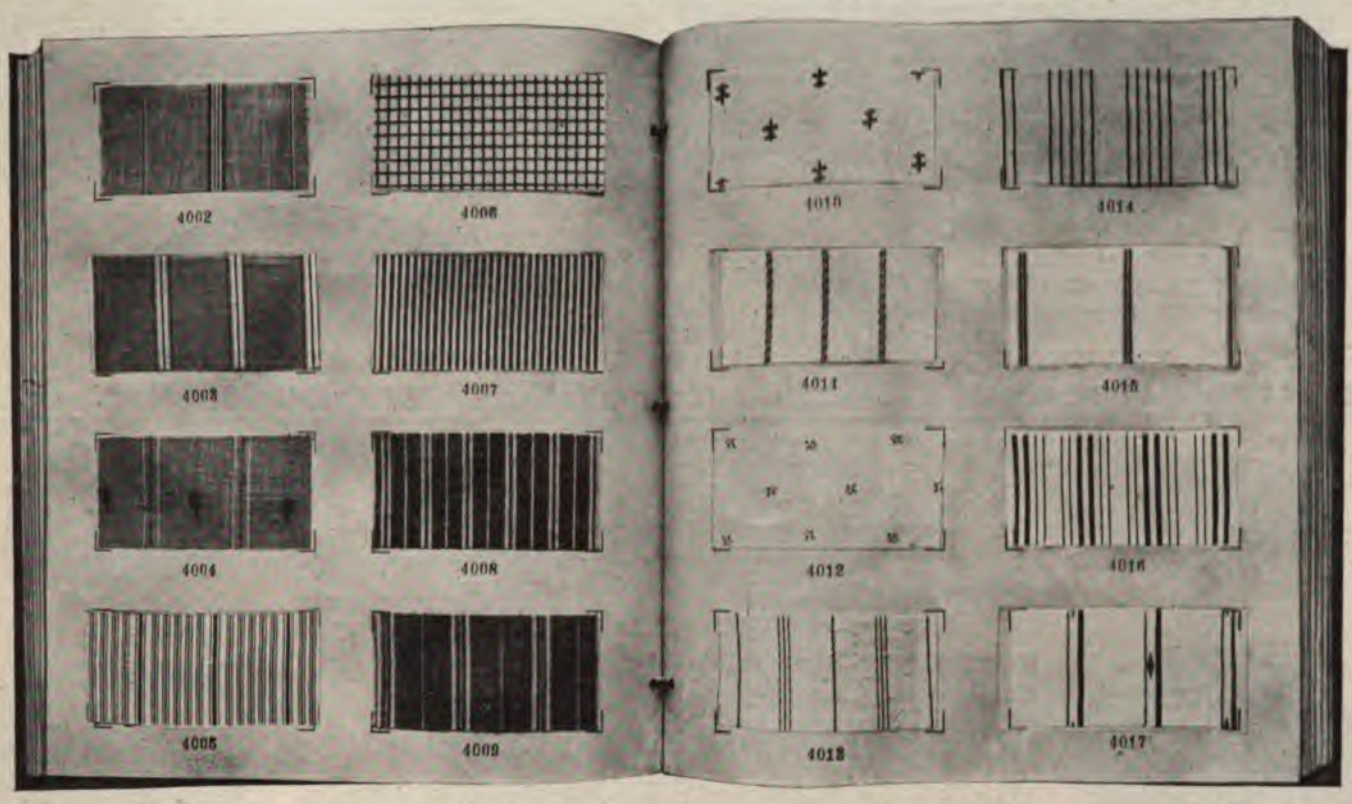
DUTCHESS TROUSERS

are easy, comfortable, stylish and strongly made. The way they stand the test of athletic exercise proves how thoroughly they are made. Especially pleasing to young men, they are the trousers for men of all ages.

10 Cents a Button; $1.00 a Rip

Dutchess Manufacturing Co.

Poughkeepsie, N. Y.



Consider the Advantages of Selling Klaas' Made-to-Measure Shirts

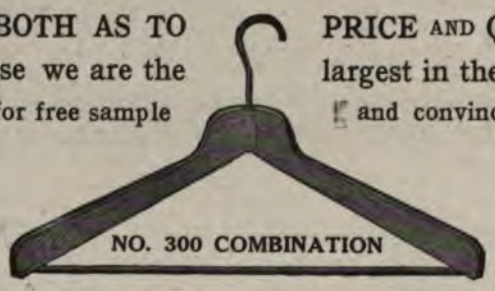
Advantage No. 1	When you secure the Klaas Sample Book you have no capital tied up in high-priced stock. Hence no liability of loss at the season's end.
Advantage No. 2	You obtain an absolutely exclusive line, confined to you.
Advantage No. 3	You can attract to your store that better sort of trade who buy only high-grade made-to-measure Merchandise.
Advantage No. 4	You are dealing with a manufacturer who knows the requirements of the finer trade and who is equipped to make deliveries in the shortest possible time.

The Klaas Fall Line of Custom Shirtings is now ready. Put your application in today. The supply of books is limited.

199-209 Market Street Ford Klaas SHIRT CO. **CHICAGO, ILLINOIS**

"We're Invincible"

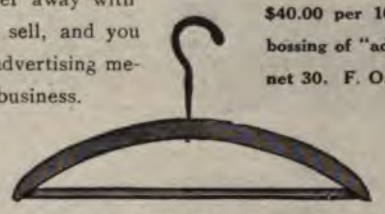
BOTH AS TO PRICE AND QUALITY
Because we are the largest in the business
Write for free sample and convince yourself



SOMETHING FOR NOTHING!

THAT'S WHAT THE PEOPLE WANT

Give this hanger away with every suit you sell, and you have the best advertising medium for your business.



$40.00 per 1000, including embossing of "ad." Less 2% 10 or net 30. F. O. B. New York City

Your "ad" EMBOSSED free in lots of 500

WRITE FOR SAMPLES OF ANY HANGER YOU MAY DESIRE AND WE WILL MAIL THEM TO YOU

R. BRAGER, Our Folder with Prices is yours for the asking 49 Crosby Street, New York

FOR A CAP LINE THAT HAS "VIM," SEE

LEON SABLE

719 Broadway New York

President Golf

Fur Detroit

GOLF CAPS, Newest Fabrics at $4.25-$7.50 per doz. and up
AUTOMOBILE CAPS of Leather, Silk, Etc., at $4.50-$9.00 per doz. and up
SCHOOL CAPS, Nobby Styles to retail 25c. and 50c.
FUR CAPS, at $13.50 doz. to $100.00 doz.
WINTER CAPS, the strongest line in the Country to retail 50c., $1.00 and up
SHOP and RAILROAD MEN'S CAPS to retail 10c, 25c and 50c

Child's Broadway Hat

Write for sample dozens if you cannot visit us

Racer Automobile Cap

Get Ys CLEANING FLUID

Harmless Process
Non-Explosive

¶ The Premier Cleanser for Men's, Women's and Children's Clothing. Spots once removed never return. A Wonderful Cleanser, too, for Cape Tan Gloves. Used by the big representative manufacturing and retail clothiers and furnishers. Sold to wholesalers by the gallon; also by the gross and dozen in small cans for retailing to department stores, clothiers and furnishers. Gallon sent on *ten days' trial.* Money always refunded if fluid is not found satisfactory. *Send now for a trial gallon.*

Ys Cleaning Fluid Manufacturing Co., Inc.

90 Lawrence Street New York

When You Think of OVERCOATS

THINK OF J. SOLOMON & SONS

Prices from $6.00 to $15.00 **691 Broadway, NEW YORK**

KLB KAYLBE

E. KLEIN & COMPANY

SWEATERS

DIRECT MILL AGENTS

Show Rooms and Offices EVERETT BUILDING Union Square North
Fourth Avenue and Seventeenth St., NEW YORK CITY Tel. Stuyvesant 2159

KLB KAYLBE

ISAAC HAMBURGER & SONS

Custom Tailoring
TO THE TRADE

We have made a wonderful success with this department in the past few years.

Last season our Tailoring business went far beyond our expectations, and now for the Fall of 1910 we have prepared the strongest Custom Tailoring line we have ever attempted.

Our Tailoring Outfit, which does not cost anything to get, should appeal to every merchant who wants the best trade in his town.

If you are interested, write to us and we will tell you more about this branch of our business.

BALTIMORE

Samuel Rosenthal's Rochester Special

If You Value "Values"

ARE you familiar with the kind of clothes which make a small business big, a big business bigger, and the biggest business safe?

Will you listen to a small story about some clothes which have great business building power?

Our garments smooth the way for satisfactory selling and bar the way for dissatisfied customers.

Your name on the back of a postal assures you of a look at the Autumn lines, and our name back of the clothes you order insures you against lagging sales.

Samuel Rosenthal's
"ROCHESTER SPECIAL"
Men's Suits and Overcoats

92-96 Bleecker Street
New York

BOYS' WASH SUITS

WASH KNICKERS
WASH BLOOMERS
ROMPERS

IN ALL THE LATEST STYLES AND AT ALL PRICES

FACTORY AND SALESROOMS ON THE PREMISES

Gotham Novelty Co.

193-195 Mercer Street, NEW YORK

CHICAGO
L. M. WANGERSHEIM
904 Medinah Building

ST. LOUIS
FRED M. ROTHSCHILD
514 Columbia Theater Building

A Money-Saving Triumph

¶ Our ***Embroidered Initials*** offer you a splendid opportunity to increase your shirt sales at a very small outlay of money.

¶ Just offer to give one of these ***Embroidered Initials*** away, with each shirt sale, and you'll soon see how quick your customers will be to take advantage of it.

¶ These ***Embroidered Initials*** take the place of 75c hand-embroidered initials, and remember, you can give one free with each shirt sale.

¶ Don't you think you could use a cabinet of these ***Embroidered Initials*** to good advantage?

Price, **$4.50** per cabinet, delivered express prepaid, containing one gross assorted initials in assorted colors. Each initial in an envelope, with enough self-color thread to attach to garment.

SOUTHERN EMBROIDERY CO.

764 W. Lexington St. BALTIMORE, MD.

EXCELSIOR

COLORED DUCK & INDIGO DENIM

SEE THAT YOUR GARMENTS ARE MADE FROM THESE HIGH-GRADE FABRICS

THE PUTNAM-HOOKER COMPANY

SELLING AGENTS

Cincinnati **New York**
Chicago **St. Paul** **Baltimore**
St. Louis **San Francisco** **Nashville**

PAPER ***BOARDS***

High Grade Rope Pattern Paper

In White, Red, Green and Brown, Rolls 36 in. and 40 in. wide on Skeleton Wooden Cores.

ALSO

Designers' Grading and Draughting Papers

If your patterns split, break or wear out, you are not using the HEWITT Papers.

Send for Samples.

C. B. HEWITT & BROS., 48 Beekman St. NEW YORK

GLUE ***GELATINE***

6 PAIRS FOR 75¢

ROCKWOOD GUARANTEED HOSIERY

For Men and Women

Guaranteed to wear 6 months without holes or will replace with new ones free of charge.

This is the BEST GUARANTEE PROPOSITION on the market, as they can always be retailed at 2 pairs for 25 cents. Price: $1.12½ per dozen. Terms 2/10, 30 extra F. O. B. mill. It's a winner and surely worth trying.

SPECIAL. WE ALSO MAKE A PURE THREAD SILK HALF HOSE. PRICE, $4.25 per dozen. Same terms.

This is the BEST SILK half hose on the market at the price.

ROCKWOOD HOSIERY MILL

31 SO. THIRD STREET - - PHILA., PA.

SOLAR PRINTS

Reduce Artists' Expenses

By Enlarging, Reducing or Reproducing drawings, designs or photographs of any kind.

Solar Printing is our specialty. Let us show you how we can reduce your art bills.

We make Solar Prints any size from two inches to ten feet.

BIGGART SOLAR PRINT CO.
25 East Fourth Street, New York

25¢

ANY SIZE UP TO 20 INCHES

Everything That Leaves Your Store

Should Have Your Name On It

Our **Gummed Labels** are the best and cheapest for this purpose.

Price Mark Stickers for Ties, Shirts, Handkerchiefs, Hats and Notions of all kinds.

Package Labels for your "to be delivered" packages.

Shipping Labels for your Express packages.

Advertising Stickers that advertise your business and give you individuality.

If you want something special let us work your ideas into a first-class label. Our artists are at your service and sketches will be gladly submitted. Samples of our Labels sent on request.

Write us immediately—tell us what you want. You will get our reply by return mail.

BARTLETT LABEL CO., Kalamazoo, Michigan

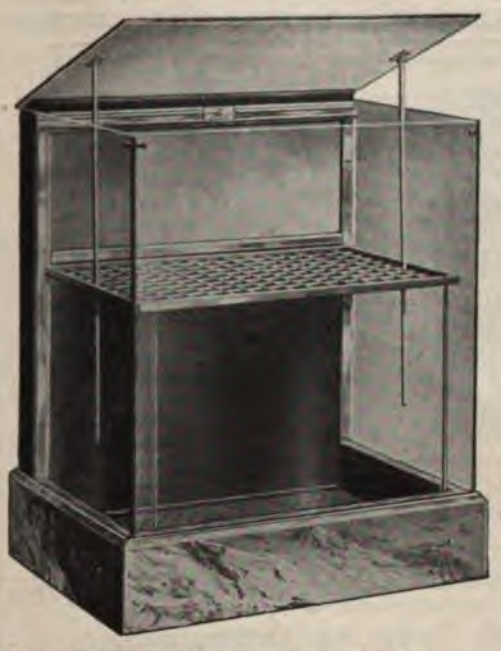
No. 746 Fur Inside Band in corduroy and suitings. **$2.00** and up.

The "Aero" Hat with Fur Inside Band **$4.00** and up.

Also a full line of **Novelty** and **Staple Hats** and **Caps.**

Child's Hat
For Boys and Girls, Check and Plain Goods, **$4.00** and up.

S. Nathan & Co., 127-129 Bleecker Street, New York



ALL GLASS
SHOW CASES

In improving your store it is an important matter that you secure the best Show Cases in the market.

Let us suggest plans for your new equipment.

WRITE FOR CATALOGUE

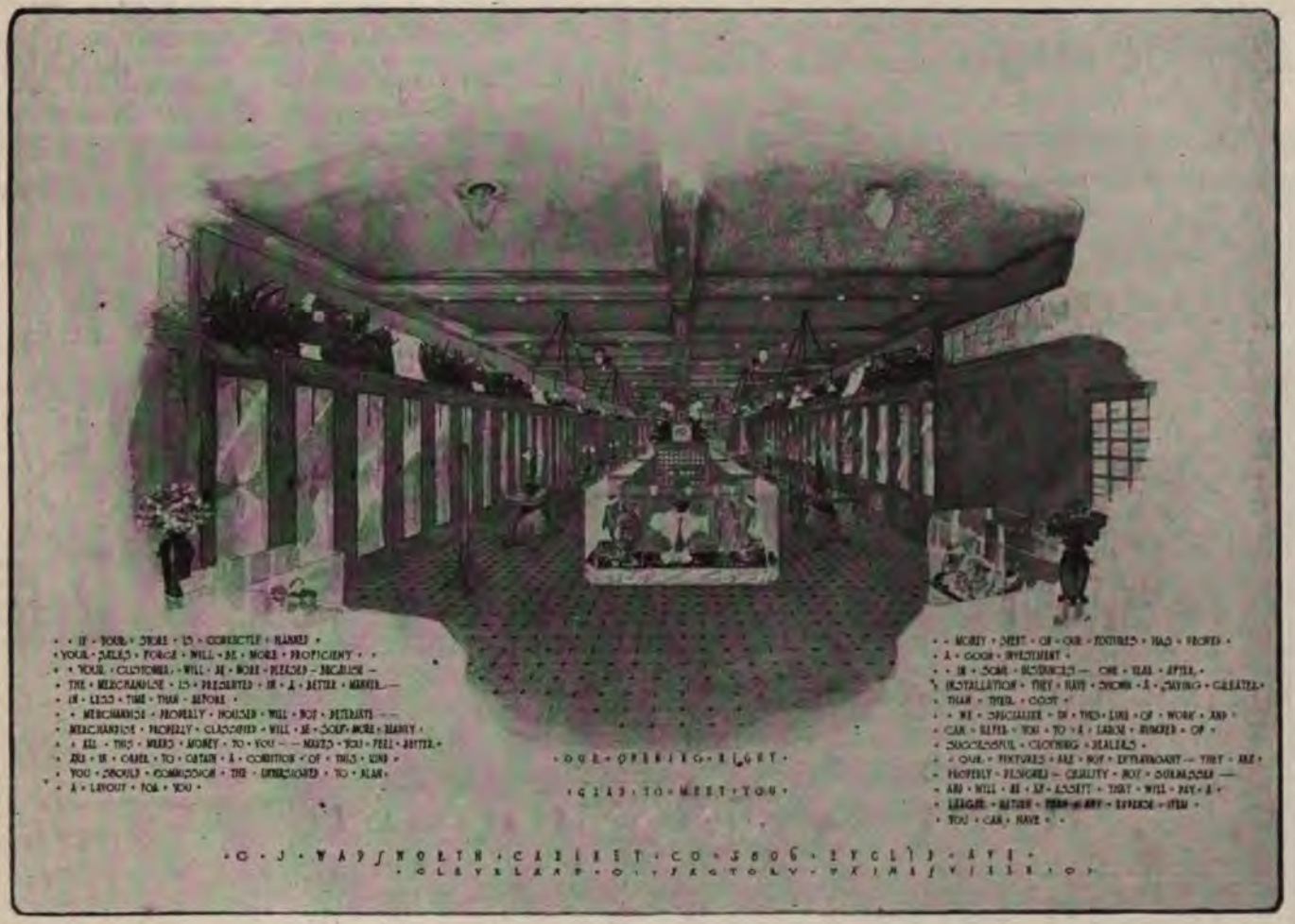
The Diamond Show Case Co.

CLEVELAND, OHIO

New York Office, 733 Broadway

Pittsburg Office, 723-25 Liberty Ave.

ONE OF C. J. WADSWORTH'S COMPLETE STORE PLANS

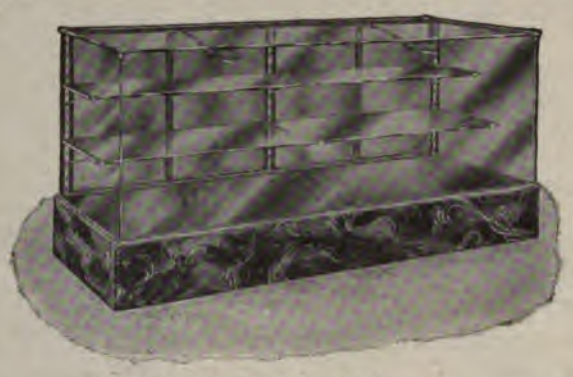


WE ARE PREPARED TO MAKE DETAILED PLANS FOR COMPLETE FIXTURE OUTFITS. CABINETS AND CASES BUILT FOR ALL PURPOSES, AND TO FIT ANY SPACE. ASK FOR CATALOGUE.

C. J. WADSWORTH CLOTHING CABINET CO. 5804 EUCLID AVENUE, CLEVELAND, OHIO

THIS IS A

BRYAN ALL GLASS SHOW CASE



IT REPRESENTS

The Acme of Perfection in the Show Case Maker's Art

The "Bryan" eliminates the defects that experience has brought out in others and it incorporates all the strong points that make for Quality, Stability, Appearance and Durability.

Remember the "Bryan All Glass"

has patent corners, no holes bored in the glass and is Dust, Moisture and Air Proof.

BRYAN SHOW CASE CO.

BRYAN, OHIO

Illustration shows rack with dust proof curtain and curtain fixture attached to it. (Patented)

Your Stock + Dust

is not a profitable combination. Dusty and soiled garments will not attract your customers. A clean stock will find purchasers readily. Keep your stock free from dirt and dust by using the

Simplex Double Bar Clothing Rack

In connection with our

Dust Proof Curtain Fixture and Curtain.

(Patented 1910)

In a jiffy, with little effort, your stock of clothing can be covered or uncovered.

We can supply you with the kind of garment hanger you want.

Our illustrated folders will be of interest to you.

HERMANN MANUFACTURING CO.

234 East Third Street. CINCINNATI, OHIO.

The House that "Delivers the Goods"

Sell suits of serge KHAKI, sewn with silk. Ideal for hot weather, and inexpensive.

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Boston Garter

Velvet Grip

Soft, non-elastic, Knit Leg Band with adjustable Pendant.

The most comfortable garter with either knee or full length drawers is the improved

BOSTON GARTER

Named the *Needraw*

For real comfort wear the NEEDRAW all the Year Round.

Conforms to contour of leg perfectly. No metal touches the flesh.

Cotton, Nic. Plate, 25c
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"Universal" Garment Racks and Hangers

For the Display of Men's, Boys' and Children's Clothing

10-ft. Model A-31. **$12.50**

"Universal" Racks

are made from polished steel tubing which will not rust or tarnish, and are fitted with roller bearing casters. Made in all styles, single and double, and in all sizes. Holds 8 complete suits to the foot.

Suit Hanger No. 8

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Remember! We are showing the largest line of hangers on the market. Every one made from kiln-dried hard wood , with a finish that will not injure the finest fabric. Prices range from $2.25 per hundred up.

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Our ***"Universal"*** **Garment Rack** system offers you the best, cheapest and most practical way for hanging your **Clothing.**

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One of the windows of George G. Benjamin's new store, 5th Ave. and Twenty-fourth St., taken from the light from FRINK REFLECTORS, the latest development of

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Send Dimensions of Store and Windows for estimate.

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The two things most desired by mercantile merchants are ready money and a clean, active stock of merchandise. We obtain both for you and at a very small expense.

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Samples and Estimates cheerfully Furnished
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The Pioneer Uniform House

Washable Suits

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We specialize popular-price numbers
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WRITE FOR OUR JULY OFFER AND FREE SAMPLE

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FOR MEN AND YOUTHS

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SCHATTMAN BROS.

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SUITS Always in Stock, Prices from $9.00 to $14.50.

Rubberized Slip-Ons

Imported and Domestic Fabrics

The Best Garments Produced at the Given Price.

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THEN SEND FOR PRICES, OF PENCILS PENHOLDERS, SHOE BUTTONERS, PARCEL CARRIERS ETC., WITH YOUR ADVERTISEMENT ON.

THE MONEYSWORTH Co FOUNTAIN PEN AND PENCIL MANUFACTURERS

AS GOOD AS A SALESMAN, WILL INCREASE YOUR BUSINESS. NEVER THROWN AWAY. ONE TRIAL WILL CONVINCE YOU WE ARE RIGHT.

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Prompt
deliveries to New York City trade and surrounding territory.
Let us show you the overall conceded to be the best in the world for the money.
WRITE OR CALL

All grades, colors and styles.
A full and complete line of everything in stock.

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Bound
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Before placing your next order
INVESTIGATE

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FALL LINE READY

On the Road and at our Show Rooms

FOR IMMEDIATE DELIVERY

Some specially attractive numbers

At Reduced Prices

TO CLOSE OUT

These goods are excellent for summer sales. All good patterns and reliable.

We Usually Have Over 10,000 Dozen 50c Shirts on Hand

SPECIAL INTRODUCTORY OFFER: We will send upon receipt of $9.00 (express prepaid by us), to any point east of the Mississippi River, $10.00 (express prepaid by us) to any point west of the Mississippi, two dozen sample shirts (sizes 14½, 15, 15½), with CATALOG AND SWATCHES, representing our line of over 500 styles of 50c shirts; thus you will be enabled to orde by mail the largest and best 50c shirt made.

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The HUB-ER-ETTE

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IT DISPLAYS CLOTHING RIGHT

Holds coat in perfect drape at any height. No need of a pedestal with the Hub-er-ette for high trimming.

No Screws. No Threads. Never out of Kilter. Never out of Use.

Write today. Let us solve your window Problems.

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Our fall line of fancy Waistcoats is on display at our salesroom, 258 Franklin Street, Chicago.

The autumn line embodies a large range of both foreign and domestic flannels and washable fabrics ; almost every shade and pattern is represented and the models are of the latest fashion and design.

Merchants visiting the market are invited to inspect our showing.

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Chicago's Only Exclusive Waistcoat House
258 Franklin St. - - CHICAGO

Our Special Hanger No. 16 W.

$8.00 per Hundred
$75.00 per Thousand

Here is this Season's
Best Stock Hanger
and ready for prompt delivery.

Remember, all our Hangers have Short Hook for use in Cabinet, but large enough to use on a Rack.

Command us for prompt and best service.

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For Winter are as practical as for Summer.

The merchant who has handled Rompers will welcome this new departure in Children's Wear.

The same high standard is maintained in

Katzenjammer Winter Rompers

as we have shown in our Summer line.

Our Winter line consists of Chambrays, Outings, Velvets, Repps, Blue, Black, and White Serges.

Price, $4.50 to $36.00 per dozen

Samples sent on request.

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IT is our policy to make the dealer's interests identical with our own, realizing that *we* cannot prosper unless *he* does.

So we give you, in "PADLOCK" TROUSERS (retailing at $1.00 to $5.00), an unusual money's-worth—honest, dependable goods, made in sunny, sanitary workrooms by skilled operatives.

"PADLOCK" TROUSERS excel in *balance*—they drape and hang *correctly*. To realize their quality, let us send you samples of four of our strongest sellers, *express prepaid:*

No. 1134—	retails	at	$1.00
No. 1013—	"	"	1.50
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Send for them today—we'll both have much to regret if you don't.

BIRD, JONES & KENYON

Makers of "PADLOCK" TROUSERS

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Royal NEGLIGEE

Soft Collars

for

Soft Shirts

Made of very elegant material in white and assorted shades.

Orders filled immediately.

$2.00 per dozen. 6/10—5/30.

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Don't Fail to See

KAH-NA-MO PLAY SUITS

TO RETAIL AT $1.00 OR MORE

We stock a complete line of KAH-NA-MO Indian Suits and Head Dress, with Colored Plumes; Base Ball Suits, Foot Ball Suits, Rough Rider Suits, Cowboy Suits and Accessories, Clown Suits, Chauffeur and Policemen's Suits.

Retailers' Money Makers and Trade Winners

We wish to emphasize Wearing Qualities. A Play Suit is to **play** in. And **play** means a whole variety of things. Generally, it resembles what men call "war," which is not by any means a **gentle** art. There's plenty of strenuosity in it, and the suits that can "return from the front" with seams whole and cloth holeless must not be made of dyed muslin. Ours are not. Hence our confidence in them, and in your success in selling them.

On this famous line we have spent much labor in perfecting it in seam and construction. Made **exactly** the same in pattern and material as the regulation suit, but, of course, smaller. Every youngster in town will want one. Display a suit and watch their eyes pop out. The demand will be large and steady and will empty your shelves almost as fast as we can fill your orders.

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WIDOW JONES OF BOSTON

QUALITY—STYLE—SATISFACTION UNIQUE "TRADE GETTING" ADS FOR RETAILERS

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TRADE MARK *Cosmopolitan* White Shirts

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Union Made

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DETROIT OVERALL COMPANY

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of Space is insured every user of our New No. 14 Paragon Hanger. This hanger is designed especially for use in clothing cabinets and is so shaped that it will nest very closely. As with all our

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Send for the descriptive booklet which is waiting for you.

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HOLIDAY BOX SPECIALIST

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The Largest Distributor of Holiday Boxes in the World

THEY SELL EVERY MONTH IN THE YEAR

The Negligee—Dress Hat, Greatest Hit of the Season

Smooth Finish Scratch-up

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Negligee Dress in grey-mix, oxford-mix, brown-mix and black at

$9.00 and White at $12.00

A snappy knock-about hat which can be put in your pocket, and worn telescoped or any old way and yet is classy enough for a dress hat.

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Largest seller in the United States. We bar none

Colors

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$4.50

White at $6.00

AS WORN—Can be rolled to fit the coat pocket

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Selling Agents: Westchester Straw Works Exeter Cap Company

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The Knitcraft line of Coat Sweaters, etc., for the coming season represents real intrinsic value. If you are dissatisfied with your knit goods line and want to better yourself, then you should see this worthy line. Word from you will bring samples. It will be worth your while. Why not write to-day?

The National Knitting Works Co.
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Triumphant Trade Turner!!!

Boys' Blue Serge Suit at $1.75

(SIZES RANGING FROM 7 TO 17)

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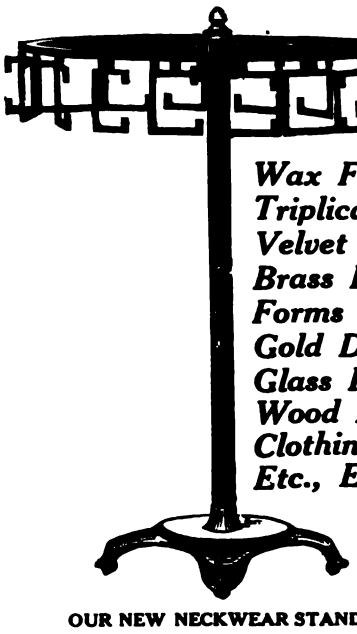

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New Innovations and Ideas by the Thousands
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Nothing but heavy plate glass enters into the construction of this case—no clamps, bolts, bars. We make them in every shape and size to meet your needs. Fine curved front all-glass cases for the front of the store; magnificent outdoor cases, etc. Nor do we sacrifice strength to beautiful appearance—there's no stronger case made than the "Silent Salesman." The price, too, is most reasonable, everything considered.

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Show Case Makers to Progressive Merchants

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IT IS "EASY SAILING"

to choose from our sheaves of Autumn weaves and "easy selling," when the scarfs are ***shown*** to the wearer, because our nation-girdling advertising makes them ***known*** to him.

"LEMAR MONOTONE CRAVATS" in 22 plain colors are half-dollar values ***extraordinary.*** Rich, rippling silks in many winsome tints new to Scarfdom. They'll ***lighten*** your shelves and ***brighten*** your windows.

"A MESSAGE FROM LEMAR'S," ***sent free,*** pictures the ***actual colors*** of these indescribably beautiful scarfs. It also portrays the smartest Autumn patterns, shapes and shades in ***many other*** "LeMAR CRAVATS."

GET this ***book*** and we'll ***"book"*** your order. Or, send for sample scarfs ***now.*** But, ***don't*** miss "A Message From LeMar's." A post card will bring it by the next mail.

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Our name and trade-mark on every genuine Woodcraft fixture.

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FUR-LINED ENGLISH BOX COAT

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82-Inch Sweep. 53 Inches Long

Natural muskrat lined, with exceptionally fine broadcloth shell. Long, solid Persian skin collar, at

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Exceptional Chauffeur

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52 Inches Long. 82-inch Sweep

All wool lining at

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Full Line of Fur-Lined Coats, $15.00 to $275.00
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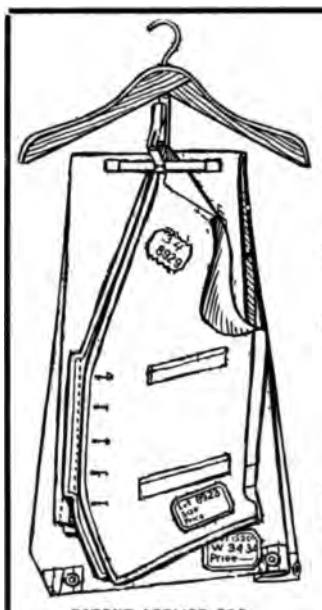

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THE

Weigle's E-Z Way Garment Hanger Attachment

This Attachment can be used on all style wood hangers

NO USE TO DISCARD YOUR OWN HANGERS

USE THIS ATTACHMENT

Keeps Your Suits Together

E-Z Way to Keep Stock

Write for Sample and Prices

PATENT APPLIED FOR

WEIGLE GARMENT HANGER CO., CARLYLE, ILL.

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Separate Attachment *can be Used on All Style Wood Hangers*

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USWOCO FABRICS

Unique and distinctive in combining the elements of integral manufacturing merits and low selling prices

United States Worsted Company

100 Fifth Ave., N. Y. CITY

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Patent Pending. Copyright 1910. In making above trim 50 YOUNITS are used of the 193 in set. The Background, Stand and Bench are made with Fixture Younits

DIFFERENT WITH ONE SET OF

Fixture YOUNITS TRADE MARK

The set No. 2 for men's Furnishing and Clothing Stores and Furnishing Departments has 193 separate **YOUNITS** with equal utility.

Don't say "I have metal fixtures." Keep 'em. One set of

ONKEN WOOD WINDOW FIXTURE YOUNITS

costs less than a half year's supply of metal fixtures and lasts five times as long, and is almost 90 per cent more useful.

Price of Set No. 2, showing 24 original Window Trims for Men's Furnishings and Clothing **$30**

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Each set of **YOUNITS** is put up in a hardwood storage box (oiled finish) with a hinged lid—a place to keep the surplus YOUNITS that are not in use. With each set shipped, a book of designs (copyright) is sent showing how to make the original Window Trims and hundreds of individual fixtures made only with the **ONKEN Wood Window Fixture YOUNITS.**

Three stock finishes, Weathered Oak (waxed), Golden Oak (waxed), Antique Oak (waxed). Special finishes to order at an advanced price. Prices are net 30 days, f. o. b. Cincinnati. No freight allowances. PRICE, $30 and $35 per set, as quoted above.

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Phillipson Tailoring Co.

Tailors, Clothiers, Haberdashers

Established 1904 Incorporated 1910

Warsaw, Ind.

WARSAW, IND., Mar. 24, '10.

THE OSCAR ONKEN CO.
Cincinnati, O.

Gentlemen—

We have used your Onken Wood Window Fixture Younits in trimming our windows and find them everything that is claimed for them. Our window trimmer says he cannot understand how he ever got along without them.

Respectfully,
PHILLIPSON TAILORING CO.

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Send for our booklet "A MESSAGE FROM HELL"—It will interest you

IF IT'S A "KEETCH" IT FITS

THE LATEST IN

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THE "KEETCH AERO-AUTO"
COAT AND HOOD

Heavy Worsted, all Colors

Just the thing for the

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Cash must accompany each order.

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Emerson tells you why in these lines:

"If a man can write a better book, preach a better sermon, or make a better mousetrap than his neighbor, though he build his house in the woods, all the world will make a beaten path to his door."

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Orders for LEWIS UNDERWEAR can be shipped immediately

Nainsook Shirts and Drawers
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In any number we show; any style or size.
Think of the service!
Think of the line!

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15 to 50

THESE are the Alpha and Omega years of the "good time" period in a man's life. From fifteen to fifty is the time when raiment comes next to food—and sometimes before, in importance with men of abundant life.

R B Fashion-Clothes

TRADE MARK

are fashioned especially for Young Men, 15 to 50. But first they are made for you—the at-home dealer—the man whose business it is to "give the honey and get the money." The first and all-important question with our designers each season is not "what can we sell you," but "what can you sell to young men."

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TALBOT MILLS

NORTH BILLERICA, MASS.

Frederic S. Clark, President

Our standard qualities are always maintained, never lowered.

DIRECT SELLING AGENTS

ARTHUR M. COX

Pocono Building

229 Fourth Ave. **NEW YORK**

TALBOT THIBETS

have acquired their high reputation because of their uniform quality, superior finish and exceptional wearing qualities.

They are Guaranteed All Wool, Fast Colors and Not to Crock.

Talbot Uniform Cloths

have a beautiful finish and cannot be surpassed at the price.

TALBOT MILLS

TRADE MARK REGISTERED

ESTABLISHED 1857

Talbot Cheviots

are made in various qualities and weights and are standards in each.

Talbot Skein Dyed Worsteds and Wool Dye Cassimeres

for next season are in unusually attractive patterns and colorings.

NO CLOTHIER CAN AFFORD TO NEGLECT A TRIAL OF TALBOT FABRICS.

Steiner Baroque Pearl Scarf Pins

To Retail at 50 Cts. and up

The Classiest Line Ever Offered,
being exact reproductions of high-priced gems. Beautifully lustrous and
ABSOLUTELY INDESTRUCTIBLE

GUARANTEED

not to come off the stems

Being made by a special process without the use of cement and all of one piece. Several hundred different designs to select from.

FROM YOUR JOBBER, OR

Steiner Mfg. Co.

FACTORY: 24 Calender Street, PROVIDENCE, R. I.
NEW YORK SALESROOM
530 Broadway, Corner Spring Street

These are *THE* Panama Hats

That do not turn red, nor brittle. No streaks or casts.
No sulphur paste. As clear inside as outside. Soft and pliable.

YOU HAVE HEARD ABOUT THEM

ALWAYS THE BEST

BETTER THAN EVER
FOR NEXT SEASON

Ecuadorian Panama Hat Co.

116-118 EAST 14th STREET - - NEW YORK

F. SCHOBLE *W. G. EELLS*

Frank Schoble & Co.

Occupying the Block through from

9th to 10th, on Oxford Street

PHILADELPHIA

Weekly Capacity 2,000 Dozens Soft and Stiff Hats from $24 to $60 per doz.

A New Story in Wool

The Story is "All Wool," too.

EVERYBODY knows of Prof. William Muldoon, the greatest hygienic expert and athletic trainer in the world. It is Prof. Muldoon's influence as an authority on matters of health, which accounts for his ideal underwear ever being made. He believes in everything that makes for health and he believes and advocates *wool* for health's sake in underwear.

Muldoon is as honest and straightforward as he is big and strong, and it is this same thing that characterizes this new story in wool, which he has inspired. Not a thing is to be left behind the scenes. We make three grades and tell just what they are—

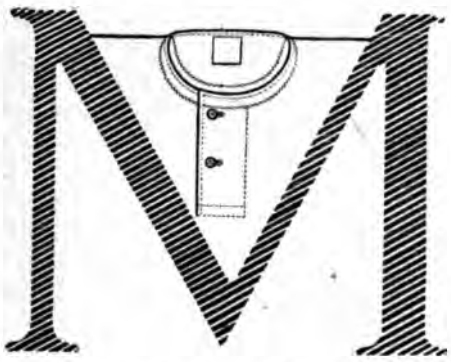
The "WORSTED" (which hasn't a thread of cotton in it) is made from only the best, long, staple wool.
The "WOOL" (which hasn't a thread of cotton in it) is made from medium staple wool.
The "60 and 40" is 60% wool and 40% cotton, and you can count on it exactly.

This is absolute truth and from which if we ever stray we will first tell you.

This underwear is made in light winter weights and in light weights for summer. It is most pleasing weight; the softest, finest feeling garment you can buy, and is high class in every particular.

You will take to it the minute you see the samples. A national advertising plan to spend thousands of dollars is now being planned for this Fall, and Muldoon's underwear is soon going to be called for, over this country. You could sell it without a call—by sample. A jobber will be on this job to scatter some of the Muldoon Wool Underwear through his territory in small quantities for this Fall—he will net up big on re-orders when the demand springs up. A number are now at it.

MULDOON'S



Wool Underwear

is made on the two-thread system, which enforces the use of the long staple and the very highest quality of wool (no other kind could make yarn that would hold).

There are several individual new features of Muldoon's Wool Underwear not found in any other. For instance, the TWO-BUTTON SHIRT, the drawers finished with HIP LACE at waist, which enables wearer to adjust to perfect fit; also in all union suits, in both flat and ribbed cloth, the CLOSED CROTCH GUSSET (Pat. App. For), which prevents "creeping up," and removes the last annoyance in Union Suits.

Muldoon's Underwear is made in summer and winter weights. It is less bulky and cumbersome than other wool underwear, because of the fine quality of the pure, long-fibred woool. Yet it is just as warm as the heavy, uncomfortable kind, and it fits the figure perfectly.

Light Weight	**All Worsted and "60 and 40" Worsted Union suits, *flat* or ribbed; shirts and drawers flat only.**
Medium Heavy	**All Wool, shorter staple wool Union suits, *flat* only; shirts and drawers flat only.**
Light Weight	**60 per cent wool, 40 per cent cotton Union suits, shirts and drawers, *flat* only.**
Medium Weight	**60 per cent wool, 40 per cent cotton Union suits, shirts and drawers, *flat* only.**

Jobbers will find that Muldoon's Underwear will secure orders which they cannot obtain with the regular lines of wool goods. Send today for samples; or further information.

J. J. Cook
President

Muldoon Underwear Company

Wm. Muldoon
Vice-Pres.

J. J. Cook, Selling Agent, 366 Broadway, New York

NEVER A DRAW BACK
OFTEN A NECESSITY
ALWAYS AN ADVANTAGE

ISSUED BY AUTHORITY OF
UNITED GARMENT WORKERS OF AMERICA
GENERAL EXECUTIVE BOARD
1891
7041144 REGISTERED
UNION MADE

AND COSTS NO MORE
THAN NON UNION MADE
IF BOUGHT FROM US.

The Union Label Clothing Line

THAT CUTS YOUR EXPENSE

BECAUSE — it fits — alterations are so seldom necessary — come backs almost unheard of — and your stocks clean out—with once a customer always a customer.

They Are Styled To The Minute

For Men and Young Men

With Tailoring Unequaled

For this Fall we have

The Best Valued Line We Ever Produced!

If our Salesman did not call, drop us a card
and we will send our representative or samples

Special for Fall 1910

All Worsted, Fine Weave, Hand-Tailored, Blue Serge Suit
(Fall Weight), best value in the market,

at $10.00

Write for sample suit.

Hoffman, Rothchild & Co.

Established "1878"

568-578 Broadway
at Prince Street

San Francisco, Cal. **New York, N. Y.**

with the Phoenix Muffler

Phoenix English Scarf

SAFE—because the Phoenix is covered by its own iron-clad patents just sustained by the U. S. Courts—positively and absolutely guarding you against infringement suits and estopped deliveries.

SAFE—because your profits are protected by the Phoenix policy of direct sales to the retailer—not through jobbers.

Phoenix Motor and Dress Muffler

SAFE—because your sales are assured—not only by the remarkable attractiveness and quality of the unique and exclusive Phoenix patterns—but because we have set to work for you the strongest advertising campaign ever instituted for knitted mufflers. You will share directly in the big demand that this nation-wide publicity is creating.

Shaped Neck Muffler

SAFE—because the Phoenix is "The One Right Muffler" that sells right and is sold right.

75 Original Patterns—Exclusive with the Phoenix **$3.50** Per. Doz. upwards

Write to our nearest Headquarters—not to your Jobber.

PHOENIX KNITTING WORKS, 235 Broadway, Milwaukee

NEW YORK—512 Everett Building
45 East 17th Street
BOSTON—147 Summer Street

ATLANTA, GA.—8-10 Peachtree Street
SAN FRANCISCO, CAL.—658 Mission St.
LOS ANGELES, CAL.—435-39 Los Angeles St.
DENVER, COLO.—1737 Arapahoe St.

SPOKANE, WASH.—Nichols Block
LONDON, ENG.—7 Fore Street, E. C.
PARIS—1 Rue Ambroise-Thomas

CHICAGO OFFICE, 231 JACKSON BOULEVARD

CHARLES MILLER, Manager

"That is a Beautiful Hat.
I am going to wear one this fall."

This is a common expression when this hat is shown and it would impress ***you*** the same way.

41—2x21—8

A Beautifully Finished Hat
Not a Novelty

French Grey (a soft steel color), Velvet Olive, Black

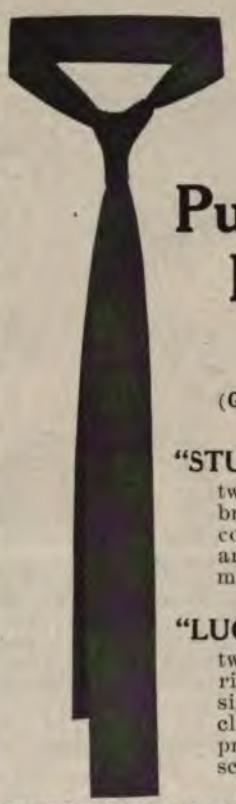
First Grade - - - - $24.00
Second Grade, with same appearance as first grade, 16.50

Deliveries within thirty days

von Gal Brothers
Makers of Correct Hats
For Men and Young Men
13 Washington Pl., New York Bethel, Conn.

Absolutely The Best

Sellers now on the Market



Pure Silk Novelty Crochets:

(Guaranteed Bright—Not Spun)

"STUDENT"—
twenty-four solid tones, embracing all the most approved colorings. These offerings are among the leaders commanding biggest outlet.

"LUCERNE"—
twenty-four combinations of richest stripe treatments, designed to meet our trade exclusively. Assembly comprises revelations in shade scheme.

"STUDENT" $4.50 **"LUCERNE" $4.50**

Immediate delivery assured —Send without delay for three or six dozen assortment

Brilliant Fibre Silk Specialty:

"MARION"—
accordion pleats, shown in twenty-five color variations, done in patterns suggesting expensive imported "hosiery" rib effects.

Our range of original introductions for Autumn is brimful of classic selections not available elsewhere—either in style or value. Buyers failing to visit our headquarters do themselves injustice, as we present signal opportunity of exceptional interest to judges of the right kind of merchandise.

"MARION" $4.50

Altman Neckwear Company
837-841 Broadway, Northwest Corner 13th St., NEW YORK

Dragon
SILK STRIPE
Shirtings

If you have experienced difficulty in past seasons with *silk stripe shirtings*, you may avoid it in future by ordering DRAGON SILK STRIPE from your shirt manufacturer.

Our new and special process, which we control exclusively, produces SILK STRIPE SHIRTINGS in which the

Stripes are Guaranteed Absolutely Fast

The trade can order DRAGON SILK STRIPE with the same confidence in quality that they feel when placing an order for "SOIESETTE," or any of our other products.

This label is for your own and your customers' protection. Insist on seeing it in every shirt you buy.

DRAGON
SILK COLORS
GUARANTEED FAST

CLARENCE WHITMAN & CO.,
39-41 Leonard St., New York City

TRADE MARK

Makers of the
famous "SOIESETTE"

Boys' Wash Suits

Wash Pants and Rompers For Spring 1911 Now Ready

ROYAL NOVELTY CO.

97-99 Prince Street, NEW YORK

BOSTON
JOE MYERS, Boylston Bldg.

CHICAGO
J. GOODMAN, 602 Medinah Bldg.

Swellest and Most Perfect Hat
FOR
Automobile Wear Ever Produced

"The Alert Hat"

Made by special process, in all the popular mixed shades, to be worn in any shape desired; always stays where placed.

Prices from $21 up

We have a Special

PURE WHITE CRUSH

Also all other colors

$10.00 and $9.00 per dozen respectively

Our popular Stiff and Soft Hats, in all the latest shades and shapes,

from $16.50 up

If our Salesmen do not call, we will send Samples prepaid

THE ALERT HAT MANUFACTURING CO., INC.

BETHEL, CONN.

TRADE MARK
THE PROGRESS
PROGRESS KNITTING MILLS
THE BEST MADE
SWEATERS & CARDIGAN JACKETS
REG. U.S. PAT. OFF.

PROGRESS—Our trade mark and aim. Always progressing to produce the very best in our line has been the secret of our success.

The largest selection of Men's, Boys' and Juvenile Sweater Coats, Sweaters, Cardigan Jackets, Bathing Suits, Ladies' and Misses' Sweater Coats.

Complete Stocks on hand for Immediate Delivery

Our goods are legitimate values and submitted on that basis to dealers who appreciate straightforward representation.

Progress Knitting Mills,
WERTHEIMER BROTHERS

312-314 Fifth Ave.
CHICAGO

159-161 Greene St.
NEW YORK

HAVE YOU READ the Want and Exchange Department in this Issue?

Answering someone else's "Ad" is one good way of securing what you want, but the surer way is to have the other fellows answer yours.

Oriental --- Persians

We control two foreign lines of this beautiful weave—lustrous with the splendor of the Orient. They're masterpieces of the weaver's art --- pure Oriental thought in coloring—rich in tone.

The price is four-fifty per dozen --- they look twice that.

Get in touch with our line — the snappiest, newest collection of tie silks on the market.

Always with the usual guarantee of our perfect workmanship.

Every neckband stitched four times. We originated this method of reinforcing neckbands.

LET US HEAR FROM YOU

BALTIMORE, 404 Piper Bldg. **NEW YORK, 41 Union Square, West**

Owl Brand Cravats

Stein & Sondheimer

112-114 N. 12th St., PHILADELPHIA

PERFECT "PEERLESS" FITTING

UNION SUITS

The Peerless

dealer gets the lion's share of the Union Suit trade.

This style of underwear is constantly increasing in public favor. To cater to this demand you need **the most perfect-fitting line of Union Underwear** which you can secure.

THIS IS FOUND IN THE PEERLESS LINE, WHICH IS **ALL THAT ITS NAME IMPLIES.**

Let us send you range of samples, that you may make comparisons and satisfy yourself that this is the line you need.

PEERLESS KNITTING

NEW YORK:
W. J. Hardy & Co., 170 Fifth Ave.

BOSTON:
F. T. Woodman, 496 Washington St.

MADE in regulation styles, and various weights.

Retails from $1.00 upwards

(From the "Daily Trade Record," New York.)

New York.—Union Suits for Higher Grade Stores.—Jobbers and mill agents say that men's union suits are not sold by the neighborhood stores nor in stores catering to the cheaper class of trade. They generally retail at from $1 upward and are shown and sold in the better grades of men's furnishing goods shops and department stores. It is said that each year the union suit gains in favor and in numbers sold, and that there are not enough lines in good-fitting, fairly good qualities to be found to suit a generally growing demand. It also is generally reported that the East is taking more to these garments than heretofore, and that in the West, where for years they have been selling well, the number ordered is growing each season.

Cut shows the most comfortable warm weather garment ever placed on the market

MILLS COMPANY, Inc.

Address all correspondence direct to the mills at

MATTAPAN, MASS.

B V D B V D

Coat Cut Undershirts, Knee Length Drawers, *and* Union Suits.

(Pat. 4/30/07)

This Red Woven Label

MADE FOR THE B.V.D. BEST RETAIL TRADE

Trade-mark Reg. U. S. Pat. Off.

Identifies all B. V. D. Garments.

B. V. D. Underwear

justifies its enormous popularity, because B.V. D. Coat Cut Undershirts, Knee Length Drawers, and Union Suits give their wearers the longest and most satisfactory service. They are made only of durable woven materials, specially chosen for their coolness, lightness and softness to the skin.

B. V. D. Underwear is correctly cut; it is carefully tailored; buttons sewed to stay; care in every stitch; wear in every thread.

Our advertising, continuous and generous, has made "B. V. D." a recognized synonym for cool and comfortable summer underwear.

Your old customers will insist on getting B. V. D., and new customers will come to your store asking for B. V. D.

The B. V. D. Company,
65-67 Worth Street, New York.

B V D UNDERWEAR B V D

IF WHAT YOU WANT IS NOT ADVERTISED, THEN ADVERTISE FOR IT

Somewhere around your establishment you doubtless have a show case or two, some window fixtures or other articles of store equipment which you no longer use, but which some other merchant would be glad to purchase from you. Through these columns you can reach that other merchant.

RATES FOR ADVERTISING IN THE CLASSIFIED COLUMNS:

Positions Wanted, two cents a word; minimum charge 50 cents. If inserted in both MEN'S WEAR and the CHICAGO APPAREL GAZETTE, total charge three cents a word. Display ads., $1.50 an inch.

Help wanted and other miscellaneous headings, three cents a word; minimum charge 75 cents. If inserted in both MEN'S WEAR and the CHICAGO APPAREL GAZETTE, five cents a word.

Display advertisements, $2.00 an inch. Remittance must be sent with order, as these amounts are too small to open accounts.

RETAIL POSITION WANTED

CLOTHING MANAGER, YOUNG MAN WITH LIFETIME experience in the clothing business, a hustler and thorough business pusher, desires to make change by September; best of references as to experience, ability and integrity; would invest small amount; only first-class people considered. Address 276, care of Fairchild Co., 42 East 21st St., New York City. 7-20-1pm

FIRST-CLASS CLOTHING SALESMAN DESIRES POSItion with some responsibility; am 35 years of age; 15 years of retail experience; can speak German, Jewish and American fluently; do not drink; handy all-around man; fine stock-keeper. Address J 720, care of Fairchild Co., Chicago, Ill. 7-20-1pg

BUYER-MANAGER FURNISHING GOODS—ADVERTISER is young man, up to date, with sixteen years' experience, fourteen years New York City; can refer to present employer and show twenty-five per cent increase for last year; reason for change and personal references on request. Address 280, care of Fairchild Co., 42 East 21st St., New York City. 7-20-1cm

RETAIL HELP WANTED

WINDOW TRIMMER, CARD WRITER AND ADVERTISing man wanted in an exclusive men's clothing, hat and furnishing store in an Ohio town of 70,000; must be strictly first class in all the above requirements; none other need apply; state salary, experience, also send samples of ads and show cards with first reply or no consideration will be given. Address A B C, care of Fairchild Co., Chicago, Ill. 7-20-1cb

A HUSTLING, WIDE-AWAKE MANAGER AND BUYER required in clothing and dry goods store in medium-sized town doing business of $100,000; one possessing initiative, industry and perseverance; an exceptional opportunity for the right man; give all particulars as to experience, salary and reference. Address B. B. M., care of Fairchild Co., Chicago, Ill. 7-20-1cm

WANTED—AN A1 EXPERIENCED ADVERTISING MAN and window trimmer for West Virginia. Address 277, care of Fairchild Co., 42 East 21st St., New York City. 7-20-1pm

HELP WANTED

CLOTHING SALESMEN WHO WANT TO BETTER their condition, those who seek bigger and better things, can find something they are looking for by addressing E. L. MOON, Station A, Columbus, Ohio. 5-25-15cm

WOULD LIKE TO CORRESPOND WITH EXPERIENCED shirt manufacturer capable of taking entire charge of plant in New York state making high-grade merchandise. Address 1073, care of Fairchild Co., Chicago, Ill. 7-20-1pm

SALESMEN WANTED

E. WALLACE CRAIG, HOLIDAY BOX SPECIALIST, DEsires salesmen selling to the haberdasher, department store and jobbing trade, to carry side line of holiday boxes on commission; in replying state territory covered; this is an excellent opportunity for high-grade men. Address E. WALLACE CRAIG, 396 Broadway, New York. 6-22-tfcb

ARLINGTON CLOTHING COMPANY, MAKERS OF PURE wool and worsted, hand-tailored men's clothes, $7.50 to $13.50, are open for one or two good salesmen; only those who command trade need apply; state full particulars in first letter. ARLINGTON CLOTHING CO., 40 N. Third St., Philadelphia, Pa. 6-22-3cb

WANTED—SALESMAN WHO HAS AN ESTABLISHED trade of some kind with clothing merchants in southern half of Illinois, to sell a union-made line of up-to-date pants on commission. Address E 76, care Fairchild Co., Lees Bldg., Chicago. 7-6-2cm

CLOTHING SALESMAN WANTED TO HANDLE A POPular-priced line of young men's and boys' clothing; only those with trade need apply; state territory. DAVID LEES & CO., 40 N. Third St., Philadelphia, Pa. 6-22-3cb

EASTERN SALESMAN TO SELL ESTABLISHED WESTern line of union-made overalls which retail from 50 cents to $1; give reference. Address "W. L.," care of Fairchild Co., Chicago, Ill. 7-20-1cm

Trouser Salesmen Wanted

FOR A REPRESENTATIVE LINE RETAILING $1.00 to $5.00; either side or exclusive line in states of Pennsylvania and Indiana, extensive and attractive advertising campaign just started introducing the line to dealers; strictly commission on very liberal basis; none but first-class men need apply, with references and experience in first letter. Address

Bird, Jones & Kenyon
Utica, New York

7-6-2cm

Wanted Experienced Shirt Salesman

who is at present selling fifty cent and dollar men's shirts, to handle in addition thereto a line of high-grade shirts from $1.50 up. Address 273, care of FAIRCHILD CO., 42 East Twenty-First Street, New York City. *7-6-1cb*

FOR SALE

FOR SALE OR REAL ESTATE EXCHANGE—A WELL-established and good-paying clothing, furnishing and hat business in large manufacturing town in Wisconsin; grand opportunity for a live clothing man; owing to other business interests owner wishes to retire. Address B 720, care of Fairchild Co., Chicago, Ill. 7-20-1pg

IF WHAT YOU WANT IS NOT ADVERTISED, THEN ADVERTISE FOR IT

FOR SALE

FOR SALE—SET OF FOUR LATEST IMPROVED WEISS Clothing Cabinets, first-class shape; will hold two hundred suits; best of reasons for selling. Address GRINNELL CLOTHING CO., Grinnell, Ia. 7-6-2cg

CLOTHING AND FURNISHING BUSINESS IN GOOD Colorado town; small, clean stock, including hats and shoes; invoice about $6,000; write quick; other business requires my attention. Address M. B. W., care of Fairchild Co., Chicago, Ill. 7-6-2pg

PARTNERS RETIRING WISH TO SELL WELL-ESTAB- lished wholesale specialty clothing business. For particulars address SMITH, care of Fairchild Co., 42 East 21st St., New York. 7-20-1cm

FOR SALE, AT A SACRIFICE—HIGH-GRADE STORE fixtures, five all-glass floor cases, hat cases, twelve roll-top clothing tables 12 feet long, triplicate mirrors, office fixtures, all of a cash fixture, hat conformateur and all other articles necessary to equip a clothing and furnishing goods store Equipment formerly owned by the McCuen Co., Oil City, Pa For particulars address THE PRINTZ CO., Oil City, Pa. 7-20-1cm

TWO STORES, ONE IN NORTHERN PENNSYLVANIA city of 40,000, handling clothing and furnishings; the other in western Pennsylvania, town of 7,000 people, handling clothing, shoes and furnishings; both medium and fine goods and best locations; can reduce stock $10,000 to $12,000 each place. If dollar for dollar interests you, places and reason for selling warrant the price. Address P. W., care of Fairchild Co., 42 East 21st St., New York City. 7-20-1pb

FOR SALE, AT A SACRIFICE—On or about August 15, 1910, we offer for sale the balance of the McCuen Co. stock of clothing, hats, caps and furnishing goods and children's wearables at an exceptionally low price. For particulars address THE PRINTZ CO., Oil City, Pa. 7-20-1cm

BEST TAILORING AND SMALL FURNISHING BUSINESS in Tampa, Fla.; pressing pays rent; best location in city. Address TAILOR, Box 731, Tampa, Fla. 7-20-2pm

AN ESTABLISHED HAT JOBBING HOUSE WITH A1 factory connections, good-will, trademarks, etc., for sale, owing to a member of firm retiring; an exceptional opportunity for a salesman with established trade to buy an interest; consolidation with some good manufacturer would be considered; all communications strictly confidential. Address 278, care of Fairchild Co., 42 East 21st St., New York City. 7-20-1cm

FOR SALE, AT A SACRIFICE, BETWEEN 1,200 AND 1,300 yards of high-class merchant tailoring suitings, E. H. Van Ingen and John D. Ellisons, all up-to-date styles, including blacks, blues and fancy piece goods; also a large stock of trimmings, linings, sewing machines, clothing tables, cases and all other necessities suitable in a first-class custom tailor shop. Formerly owned by the McCuen Co., Oil City, Pa. For particulars address THE PRINTZ CO., Oil City, Pa. 7-20-1cm

THIRTY-TWO CLOTHING CABINETS, GOLDEN OAK finish; these cabinets were made by the Weir Wardrobe Company, are in good condition and will be sold very cheap on account of putting in entire set new fixtures. W. S. VANDERWATER CLOTHING CO., Kankakee, Ill. 7-20-1cg

FOR RENT

A GOOD OPENING FOR A COMBINED STOCK OF DRY goods and clothing in a good county seat town of 1,500 to 1,800 population; the best room and location. Write A. D. LEMMON, Guthrie Center, Ia. 7-20-1pb

LINE WANTED

A HAT SALESMAN TRAVELING IN OHIO AND NEW York for the past twenty years is open for an engagement for first-class hat house or manufacturer; have now traveled eight years for present house; reason for changing will be explained; best of references; would accept any other line. Address 279, care of Fairchild Co., 42 East 21st St., New York. 7-20-1pm

MISCELLANEOUS

MERCHANDISE WANTED FOR CASH

If you want to retire—let me know.
If you have any merchandise you can't use—let me know.
I will pay **cash** for any kind or any amount of merchandise.

FRANK KUPFERBERG
40 Lispenard Street, NEW YORK 6-22 tfcm

ATTENTION, MERCHANTS!!

Who want to make money surely, quickly and honestly.

S. J. STEINHART

The World's Greatest Sale Conductor

The only sales conductor who conducts his own sales in person. I will guarantee you 50% more money and at 40% less expense than any other concern following this line of business. 7,000 of the best concerns in the country will testify to my clean-cut methods and crowd-bringing abilities. I can positively put you on a sale that will convert your stock into cash at a profit and benefit your future business. The only sales conductor in the world who conducts all his own sales in person. Write today for a date. All information without obligating yourself.

S. J. STEINHART
Room 846 Stock Exchange Building, Chicago, Illinois
4-6-tfcm

RETAIL MERCHANTS, NO MATTER WHERE LOCATED

Are You Interested In A Special Sale?

Our specialty is reducing and closing out stocks of merchandise throughout the country through our new plan of advertising and special sales system which is entirely out of the ordinary and especially arranged for each individual sale. This is why we are more successful than the merchant himself in disposing of his merchandise or building up his business in general. Our plan of advertising has a drawing power, with a small expense, which you set and regulate, as well as the prices on your merchandise. With the assistance of one of our thoroughly experienced expert managers we can conduct a successful sale for you. Therefore, by reason of unvaried success we are able to refer you, by special permission, to Chicago wholesale houses such as Wilson Bros., Miller-Watt & Co., Cluett, Peabody & Co., Keith Bros. & Co., also retail merchants for whom we have conducted sales. Write for terms; give estimate on size of stock. **The old Reliable Company with its Real name that is known in every state in the Union as being the right company to do business with.** **C. N. HARPER & CO., 218 LaSalle St., Chicago, Ill.** (Incorporated) 6-8-tfcb

WE ARE THE LARGEST CASH BUYERS OF

ENTIRE OR SURPLUS STOCKS OF MERCHANDISE

of every description in the United States. Goods taken on consignment. Short term leases taken off your hands. Are you going out of business? Communicate with us. Established 1889.

VAN PRAAG & CO., 11 Lispenard St., - - NEW YORK
3-9-tfcm

Surplus Stocks---Entire Stocks Bought for Cash

Merchandise of every description—such as **Clothing, Men's Furnishings, Shoes, Hats,** etc.

Phone or Write to SINGER 582 Broadway and 21 Throop Ave.

BROOKLYN, N. Y. **Phone 4241 Wmsburg**
11-10tfcm

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